

FIGURE 1

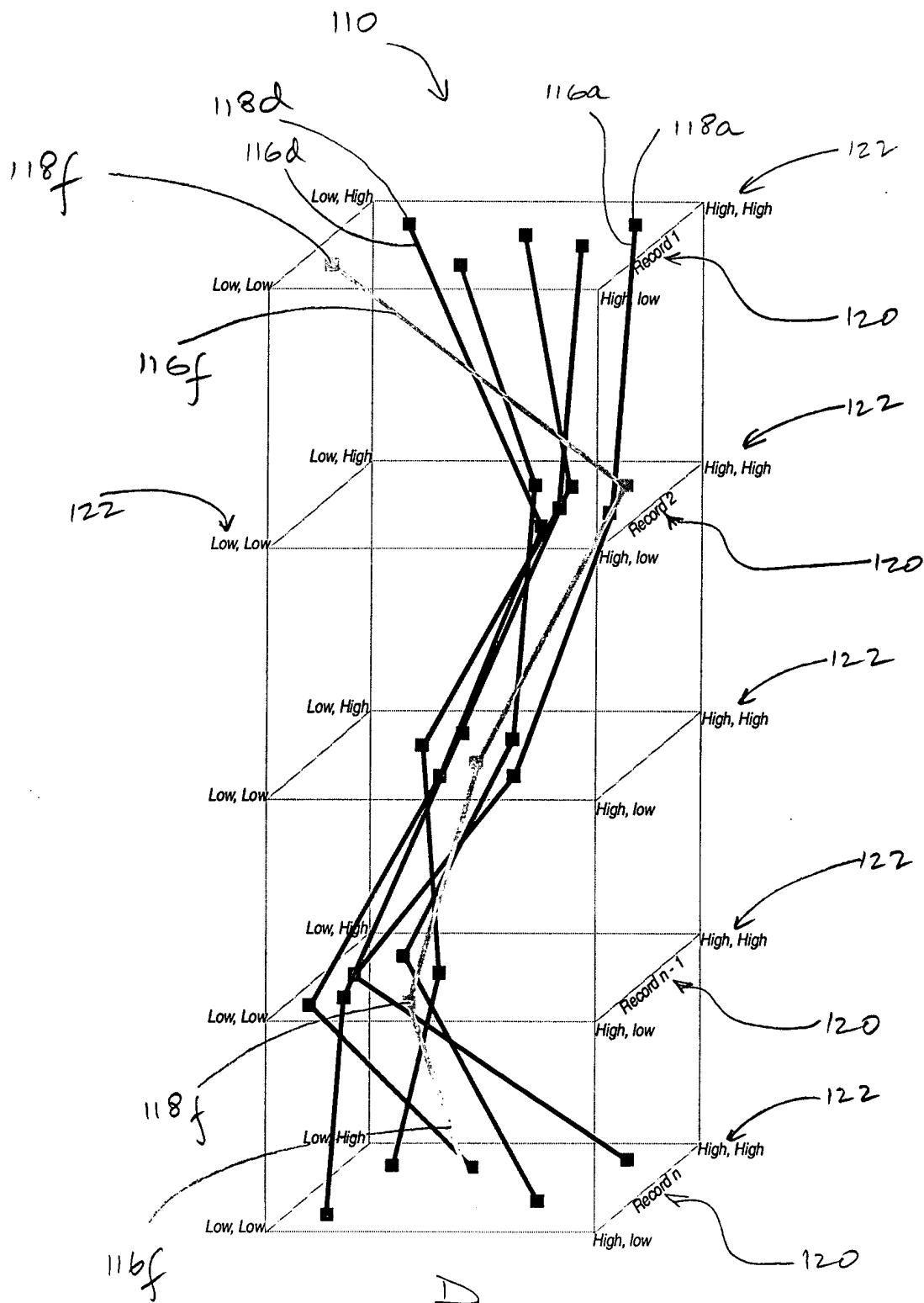


FIGURE 1

			USA	CA	OR	WA
1997	Q1	I1	5,377.00	6,909.00	9,342.00	
		I2	6,021.00	4,617.00	10,319.00	
		I3	5,492.00	7,761.00	10,453.00	
	Q2	I4	6,382.00	3,901.00	9,896.00	
		I5	5,607.00	6,107.00	9,367.00	
		I6	6,063.00	5,071.00	10,216.00	
	Q3	I7	5,403.00	7,720.00	10,640.00	
		I8	6,984.00	4,217.00	10,496.00	
		I9	5,983.00	5,003.00	9,402.00	
	Q4	I10	6,213.00	4,206.00	9,539.00	
		I11	7,268.00	5,705.00	12,297.00	
		I12	7,955.00	6,442.00	12,399.00	

FIGURE 2

09743674-11500

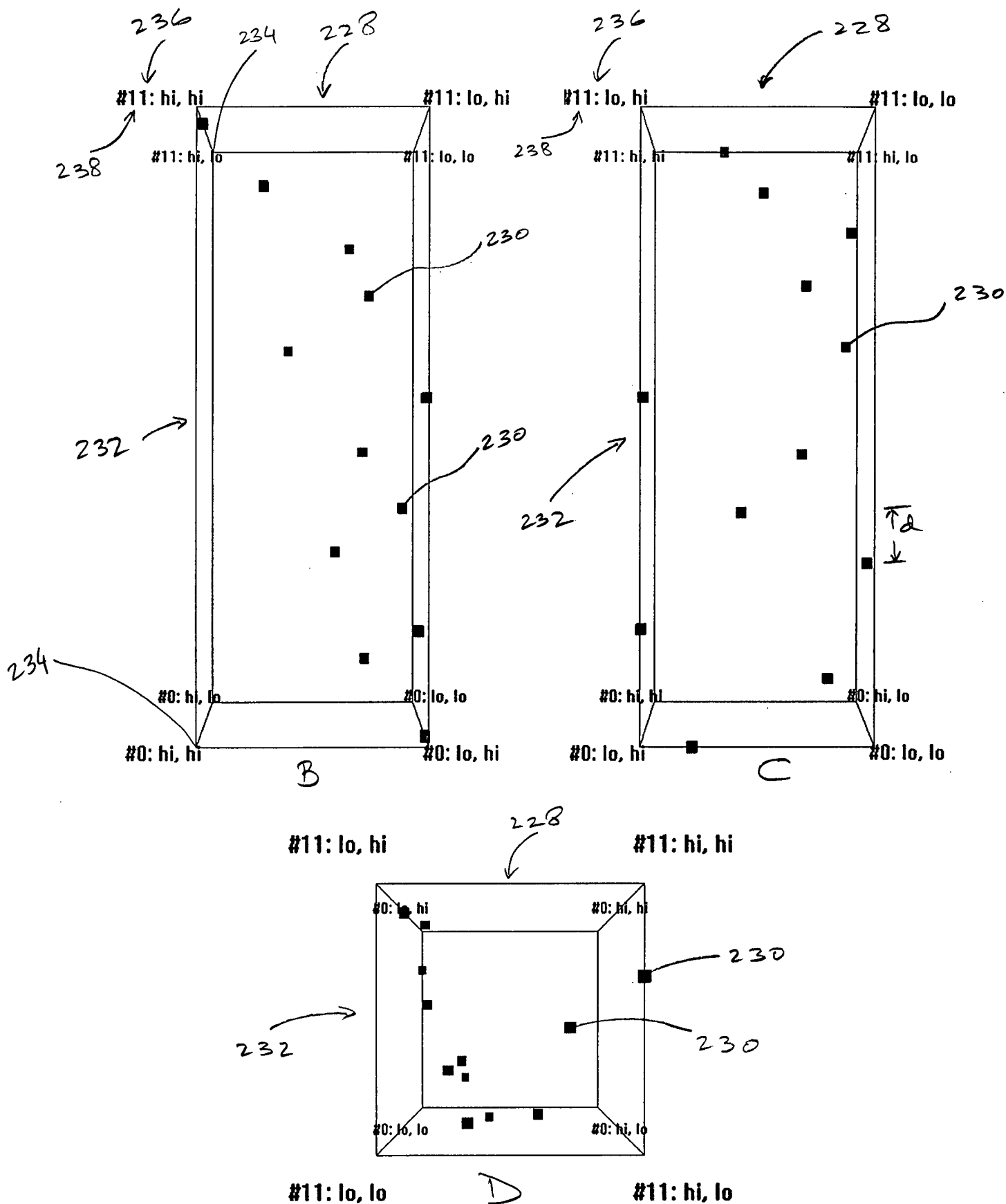


FIGURE 2

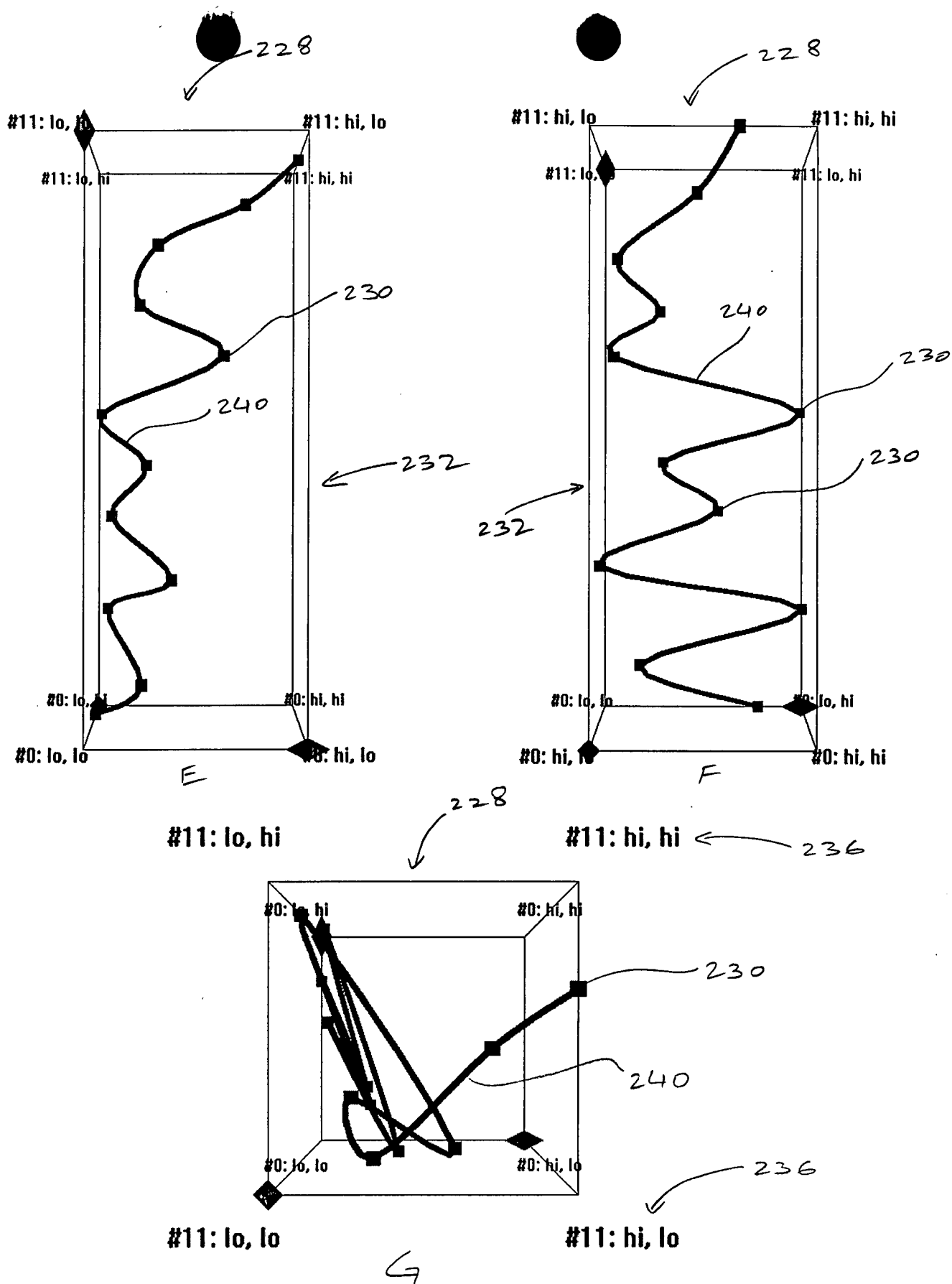


FIGURE 2

00513674-11500

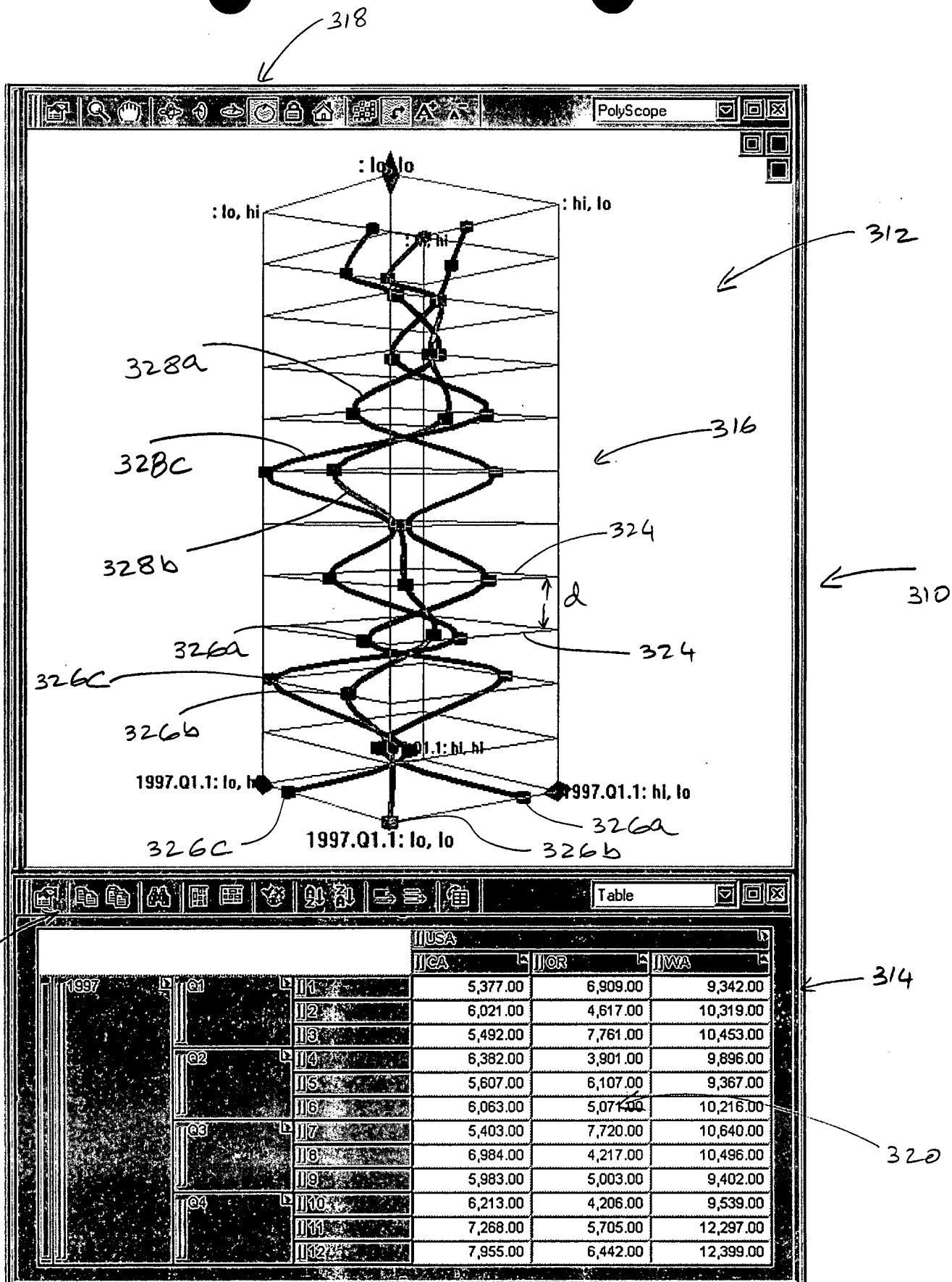


FIGURE 3

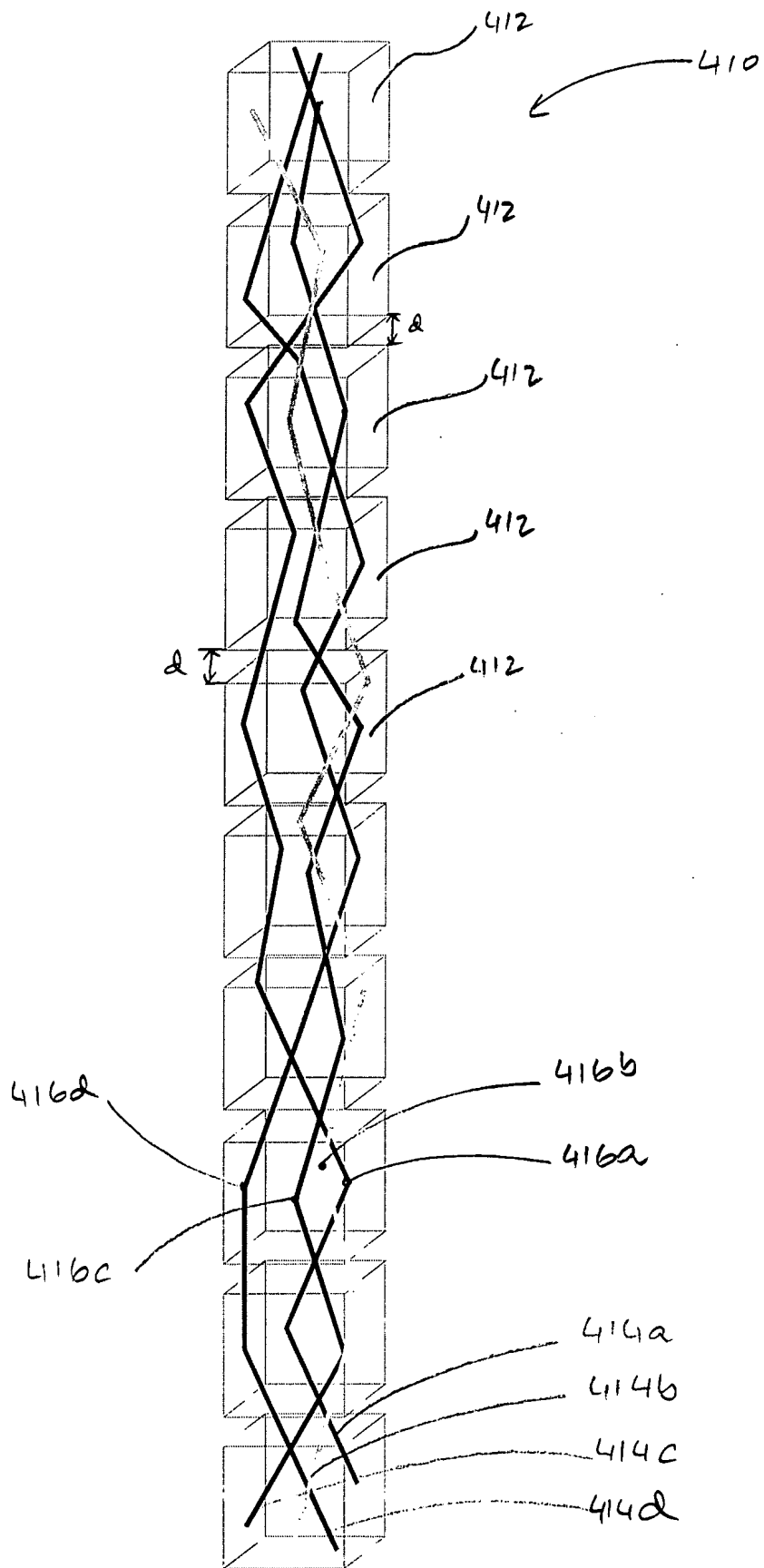


FIGURE 4

005777-42957260

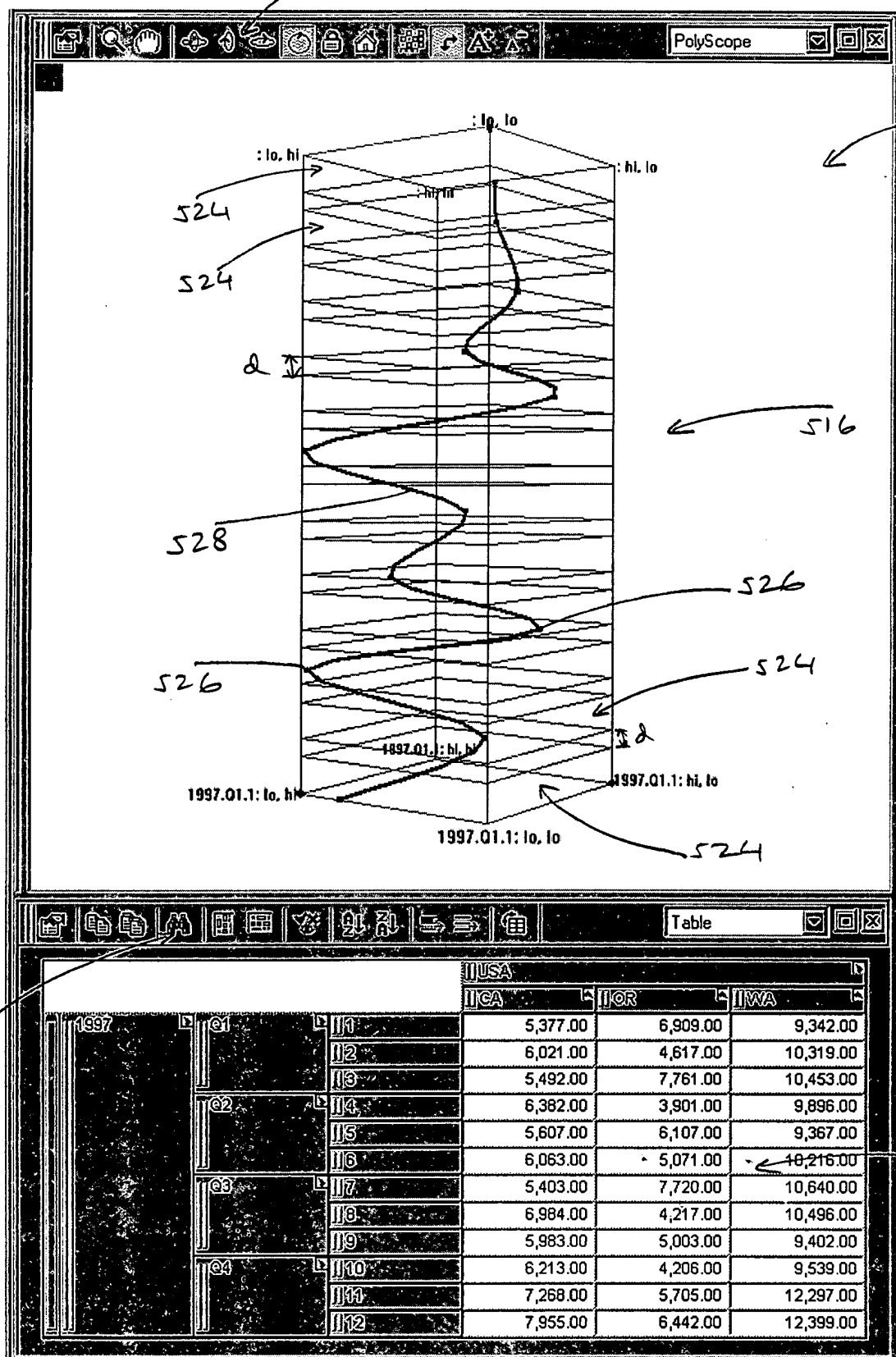


FIGURE 5

09134-1116

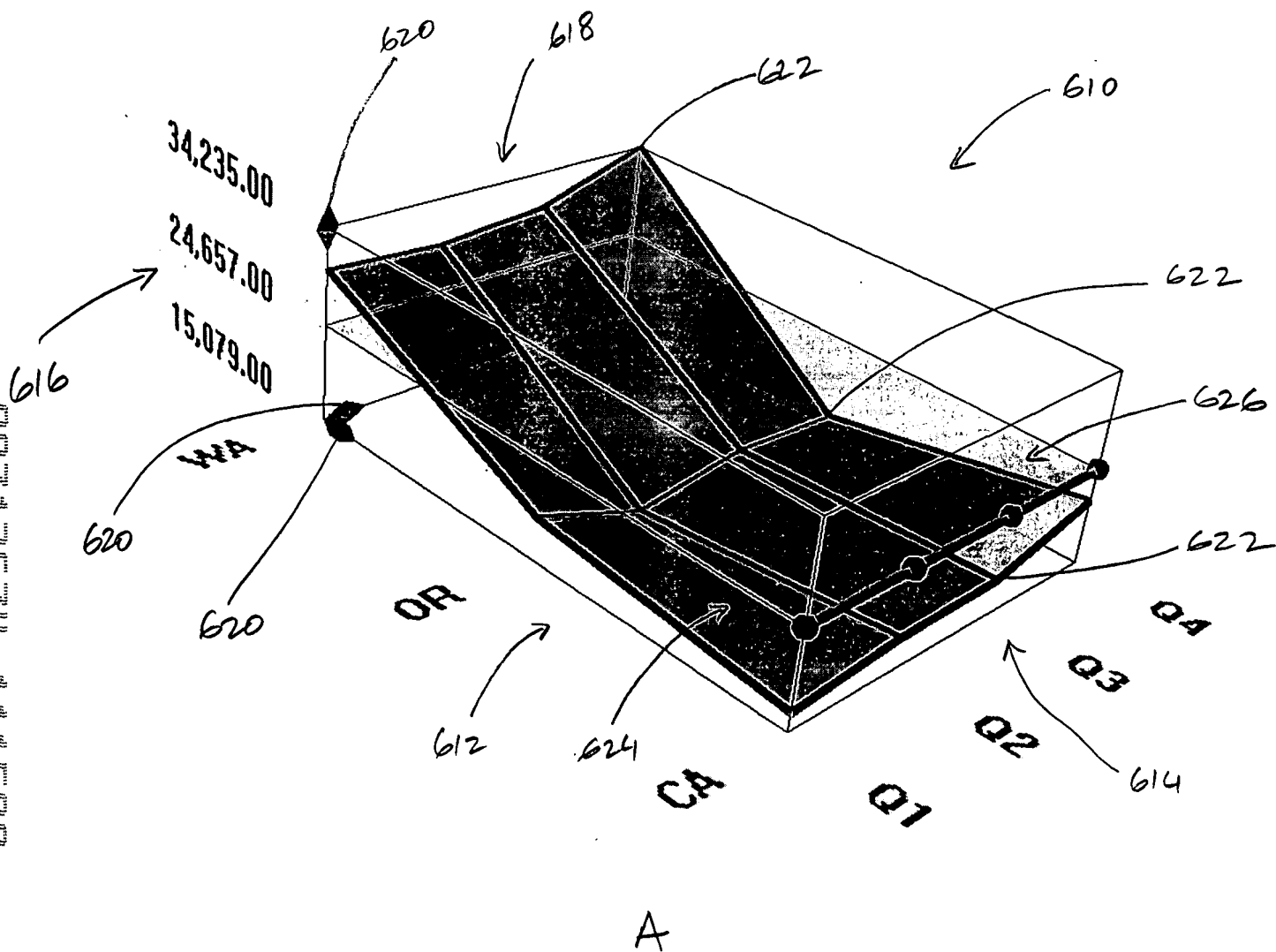


FIGURE 6

05713574-11500

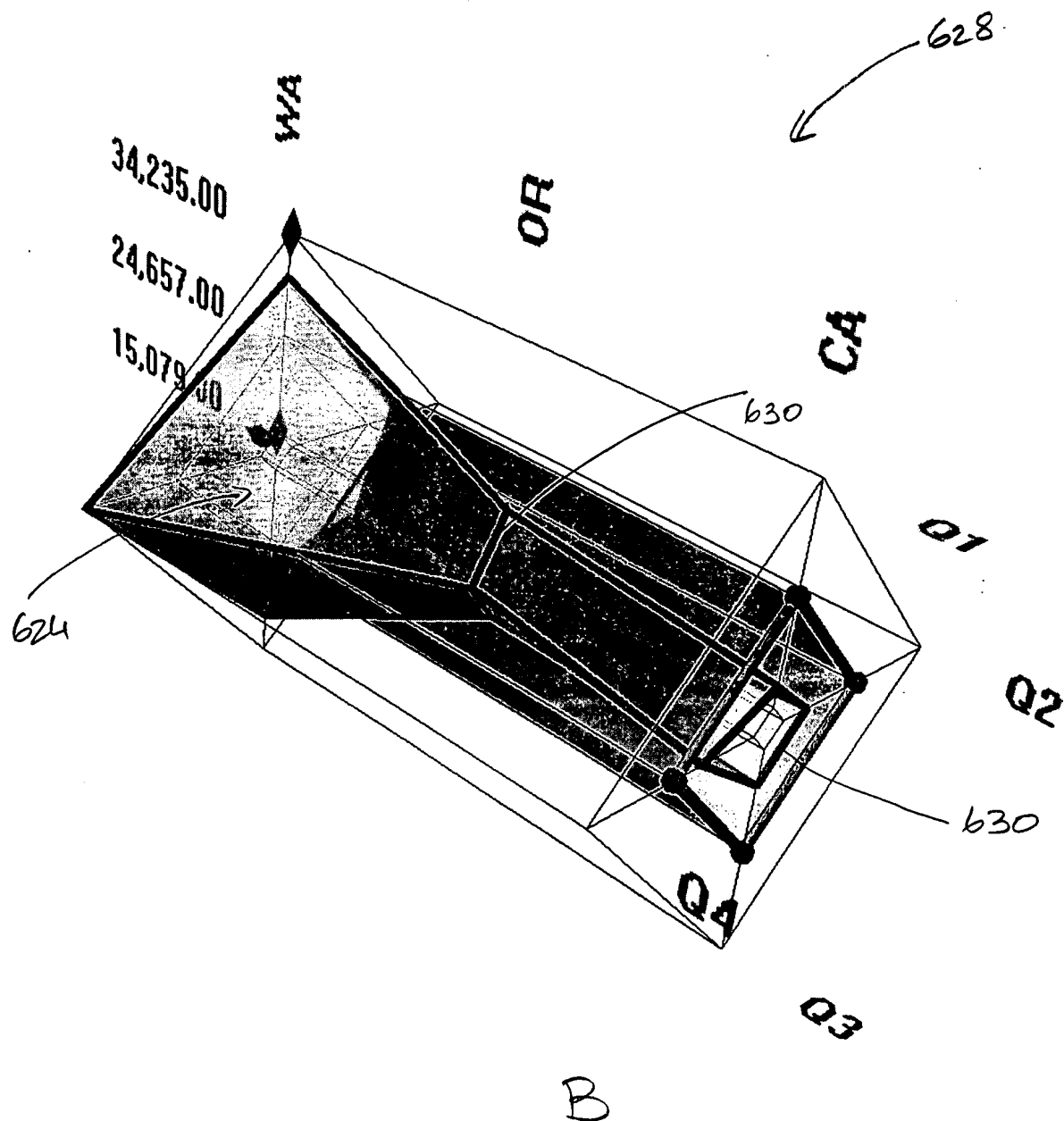


FIGURE 6

09713674-111500

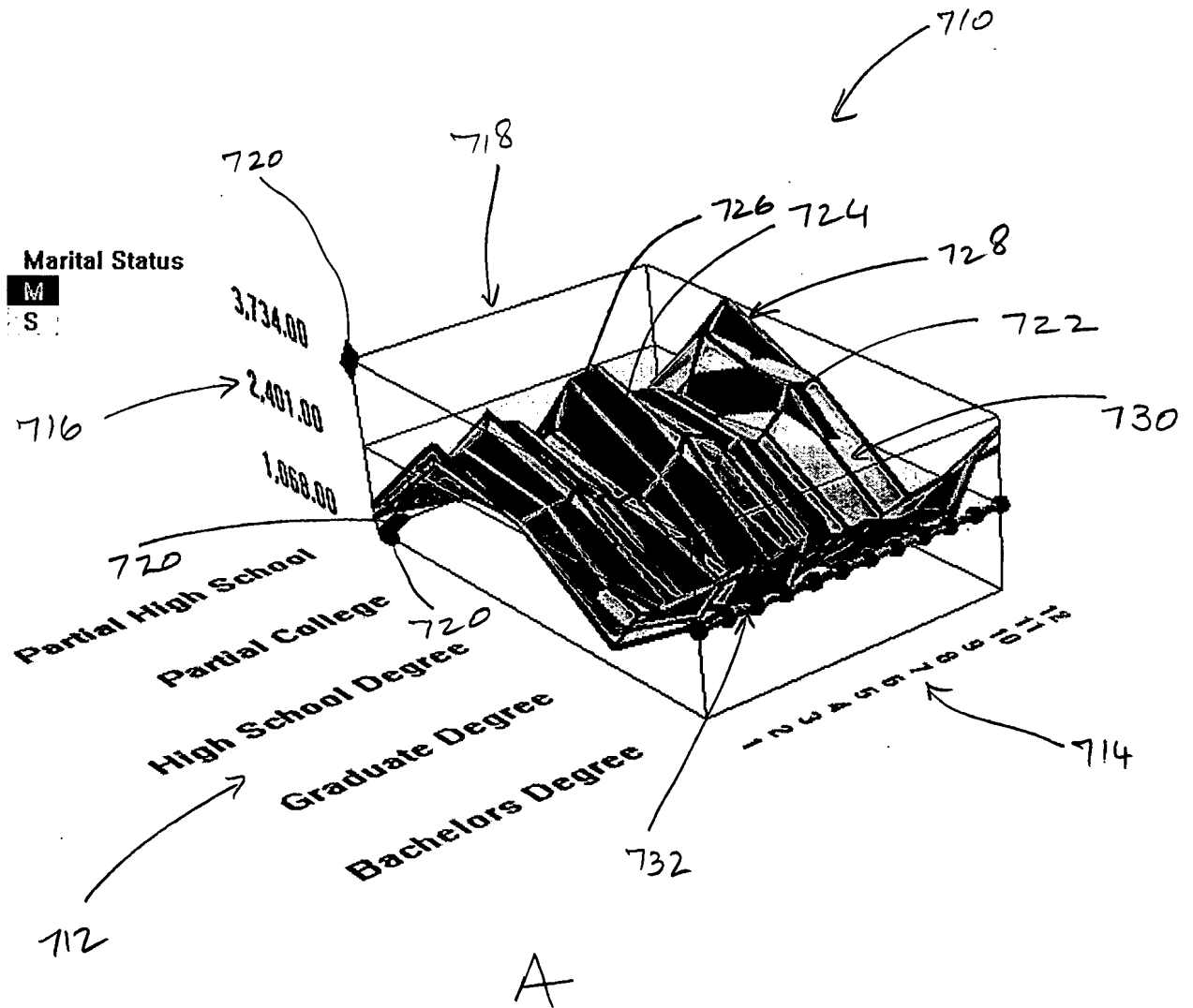


FIGURE 7

005713674.11500

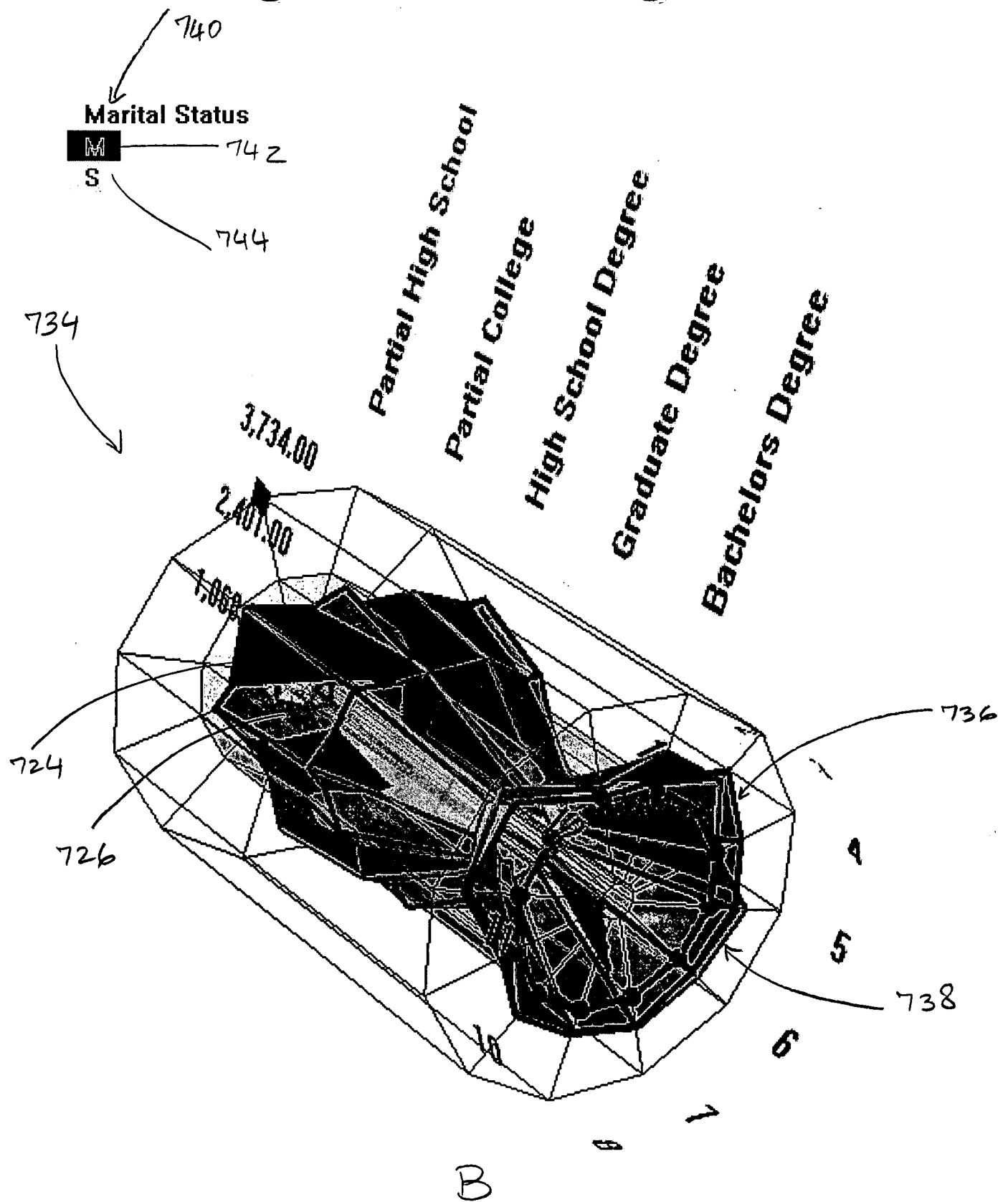


FIGURE 7

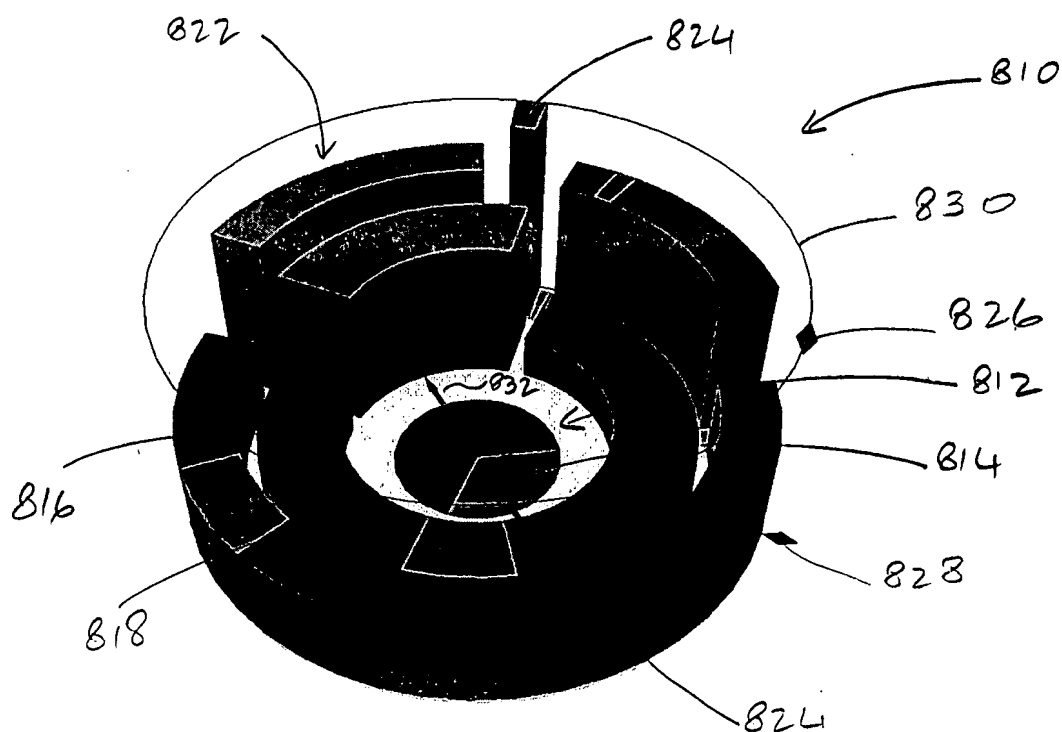
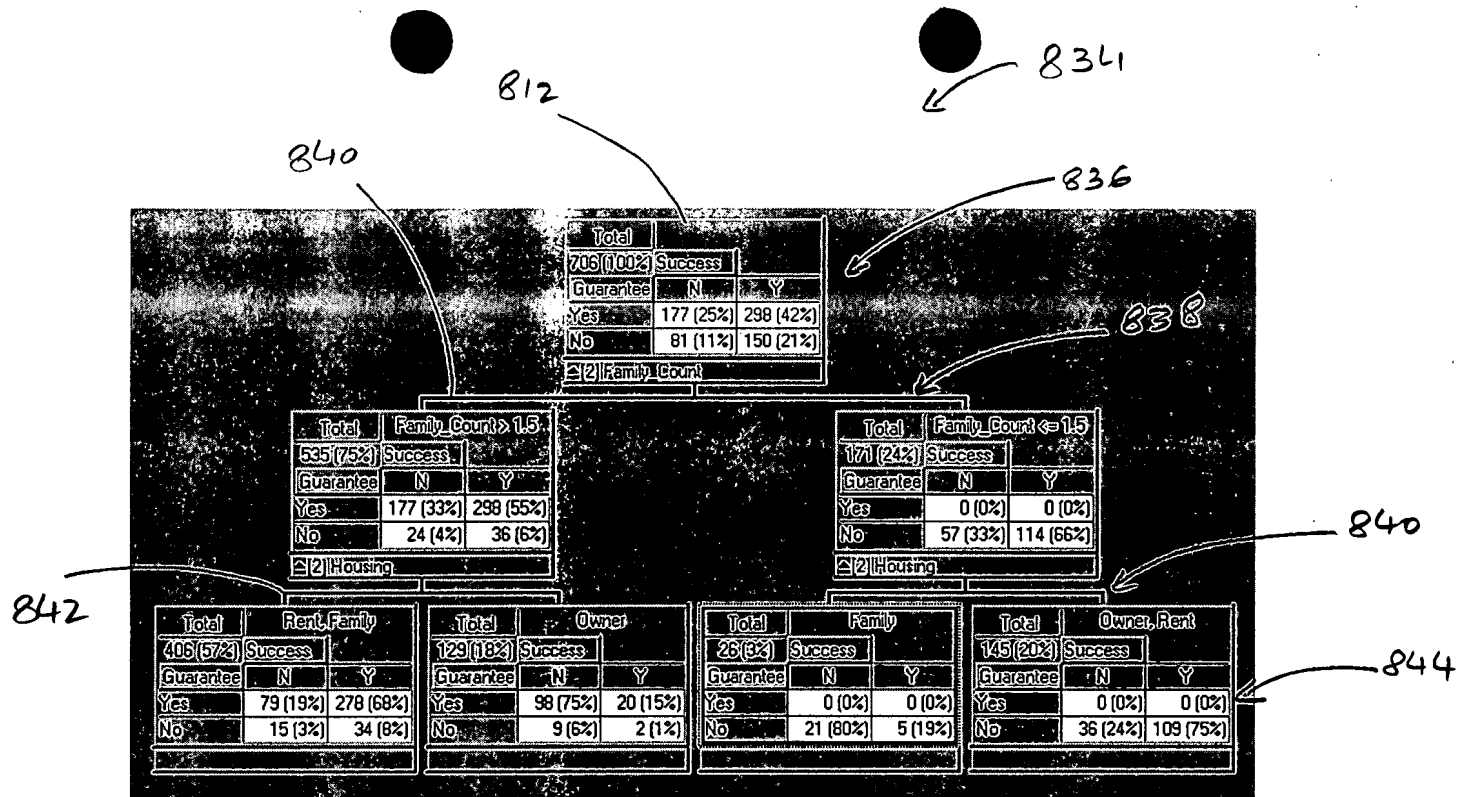


FIGURE 8A

09/13/94 - 11:50

Total		
706 (100%)	Success	
Guarantee	N	Y
Yes	177 (25%)	298 (42%)
No	81 (11%)	150 (21%)
^ [2] Family Count		

Total			Family_Count > 1.5		
535 (75%)	Success				
Guarantee	N	Y			
Yes	177 (33%)	298 (55%)			
No	24 (4%)	36 (6%)			
^ [2] Housing					

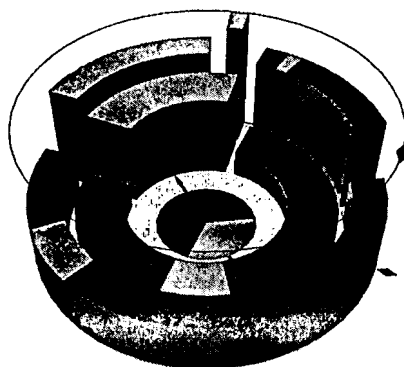
Total			Family_Count <= 1.5		
171 (24%)	Success				
Guarantee	N	Y			
Yes	0 (0%)	0 (0%)			
No	57 (33%)	114 (66%)			
^ [2] Housing					

Total			Rent, Family		
406 (57%)	Success				
Guarantee	N	Y			
Yes	79 (19%)	278 (68%)			
No	15 (3%)	34 (8%)			

Total			Owner		
129 (18%)	Success				
Guarantee	N	Y			
Yes	98 (75%)	20 (15%)			
No	9 (6%)	2 (1%)			

Total			Family		
26 (3%)	Success				
Guarantee	N	Y			
Yes	0 (0%)	0 (0%)			
No	21 (80%)	5 (19%)			

Total			Owner, Rent		
145 (20%)	Success				
Guarantee	N	Y			
Yes	0 (0%)	0 (0%)			
No	36 (24%)	109 (75%)			



Selection Dialog

Depth Selection: 2 0

Width Selection: 0.00 1.00

Height Selection: 0.52 0.69

☐ Height Zoom ☒ Preview

OK Cancel Apply

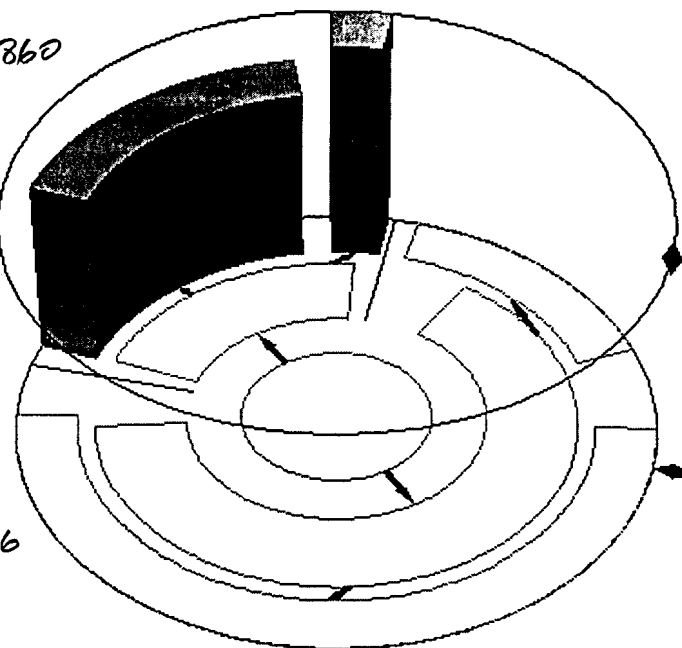


FIGURE 83

09713674-11500

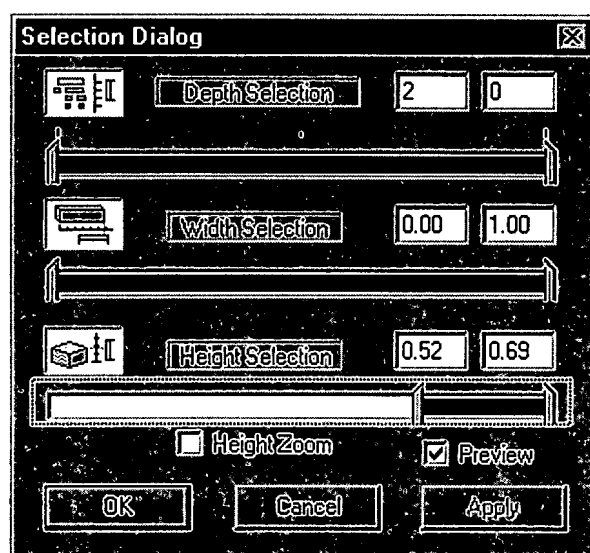
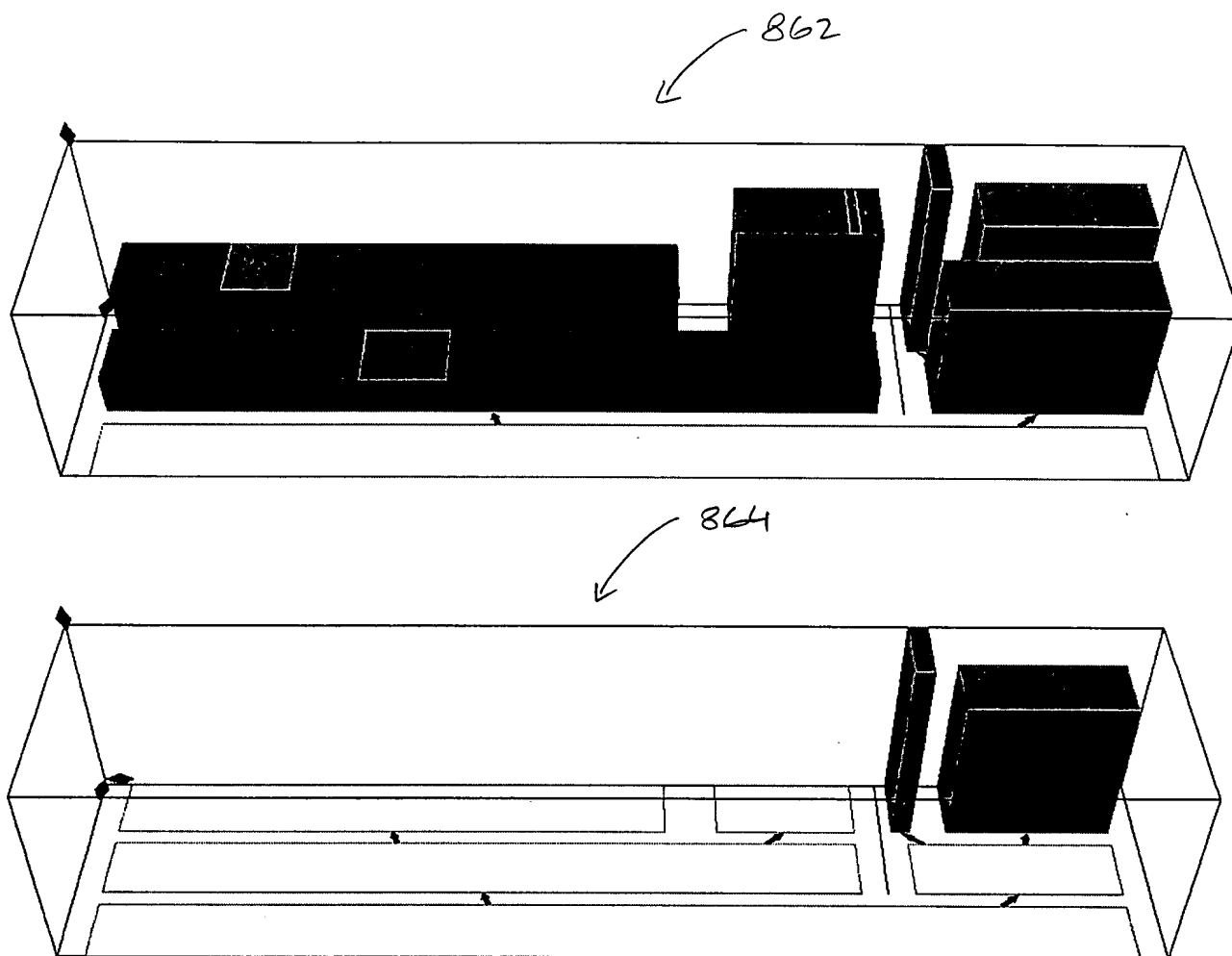


FIGURE 8C

00577-49260

912

Total		Success	
Guaranteed	N	Y	
Yes	177 (234)	238 (424)	
No	81 (114)	150 (214)	
[2] Family Count			

Total		Family Count: 119	
Success			
Guaranteed	N	Y	
Yes	177 (234)	238 (424)	
No	24 (43)	36 (63)	
[2] Housing			

Total		Family Count: 119	
Success			
Guaranteed	N	Y	
Yes	177 (234)	238 (424)	
No	57 (83)	114 (164)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	73 (134)	278 (523)	
No	15 (24)	34 (64)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	58 (73)	20 (153)	
No	9 (63)	2 (14)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	26 (43)	0 (0)	
No	21 (34)	5 (14)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	149 (204)	0 (0)	
No	36 (243)	109 (754)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	17 (204)	27 (323)	
No	11 (134)	26 (324)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	62 (134)	251 (774)	
No	4 (14)	6 (14)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	6 (114)	11 (674)	
No	1 (14)	1 (64)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	52 (83)	9 (63)	
No	8 (74)	1 (04)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	0 (0)	0 (0)	
No	19 (54)	1 (64)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	0 (0)	0 (0)	
No	2 (34)	4 (64)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	22 (174)	103 (824)	
No	22 (174)	103 (824)	
[2] Housing			

Total		Success	
Guaranteed	N	Y	
Yes	0 (0)	0 (0)	
No	14 (70)	14 (70)	
[2] Housing			

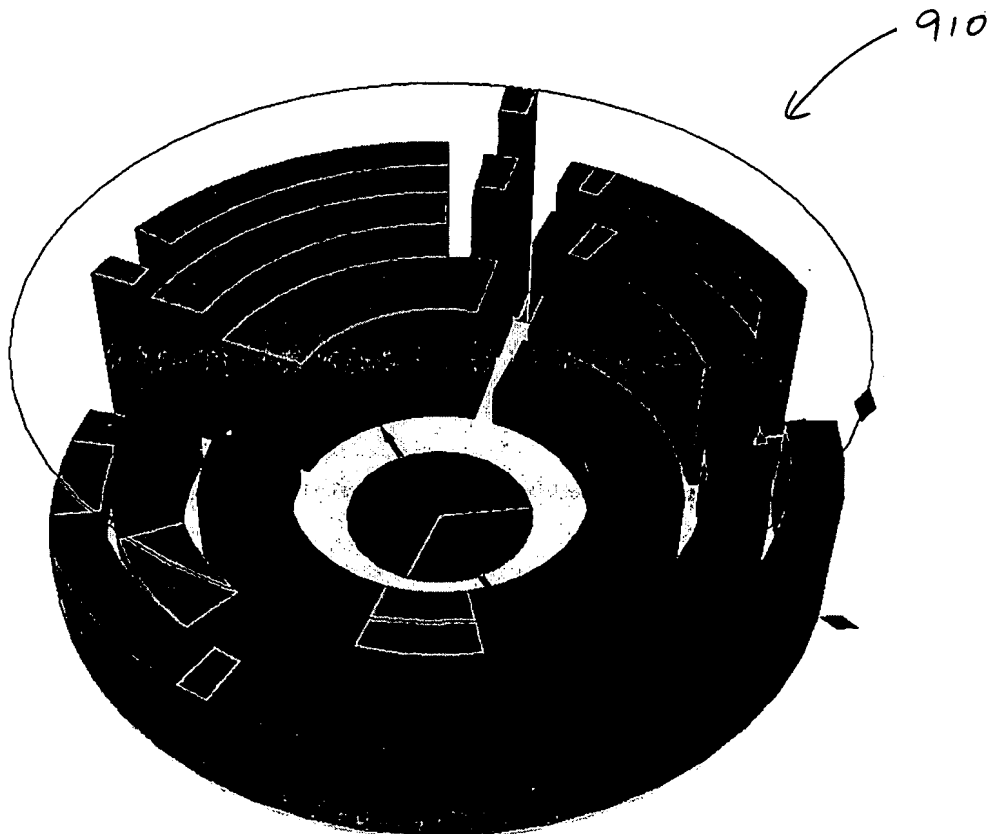
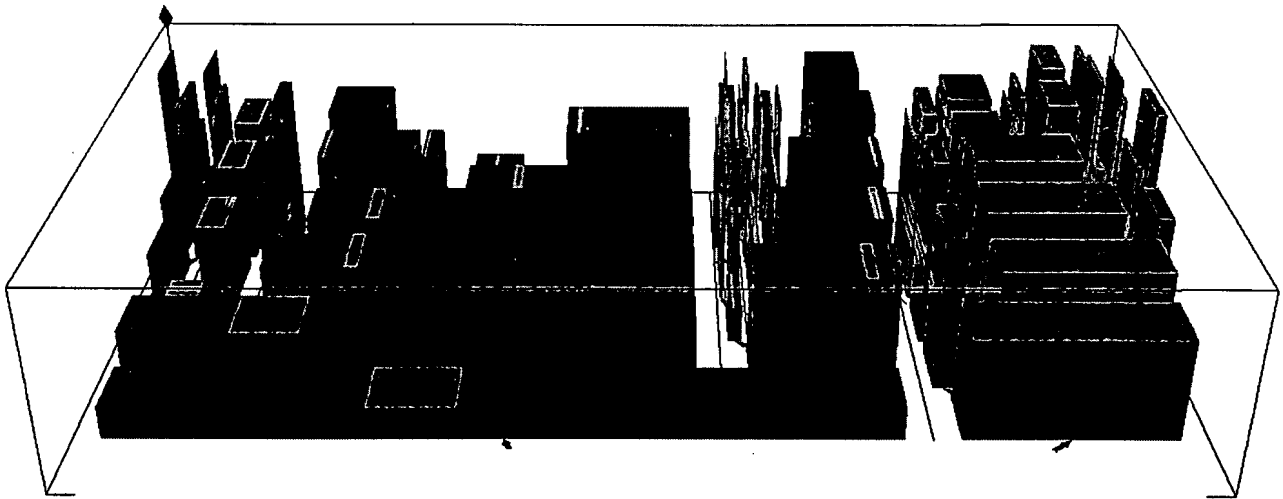
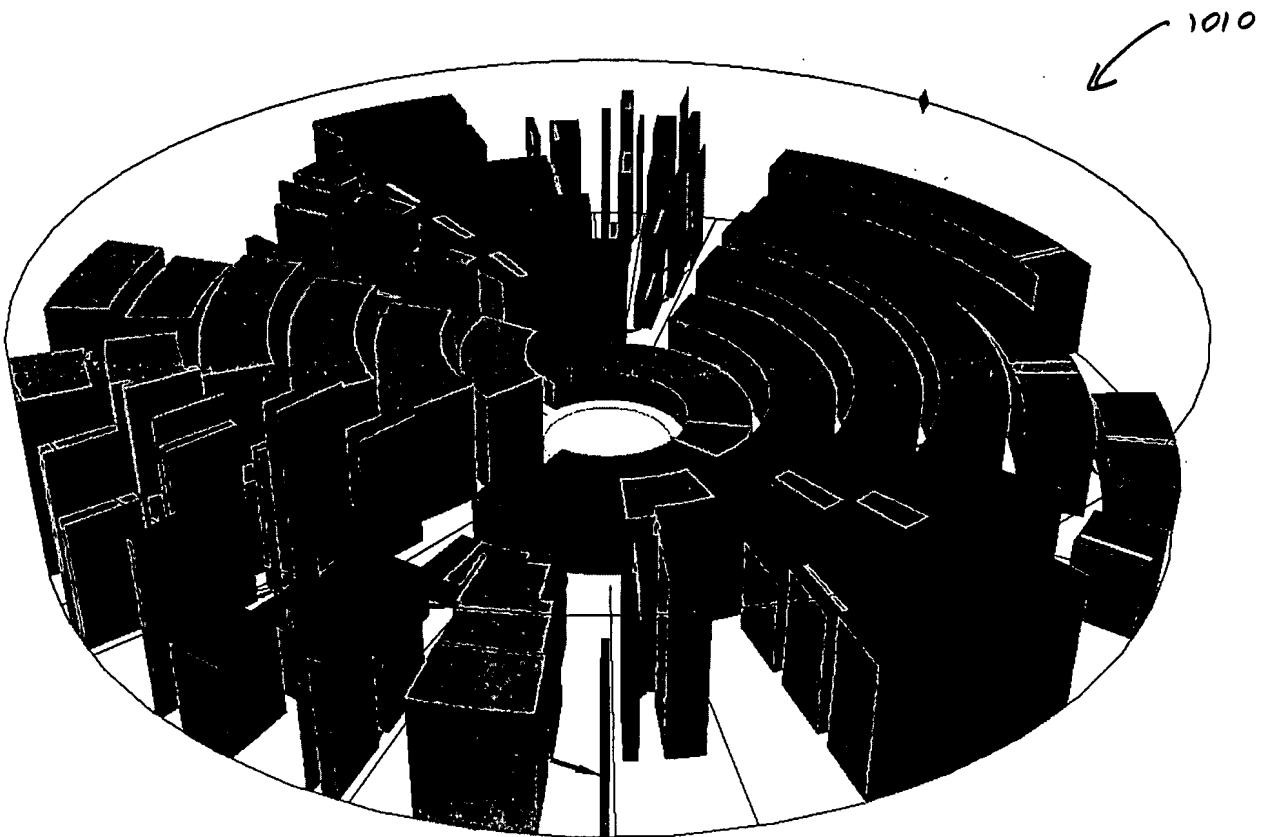


FIGURE 9



B



A

FIGURE 10

09713674.11500

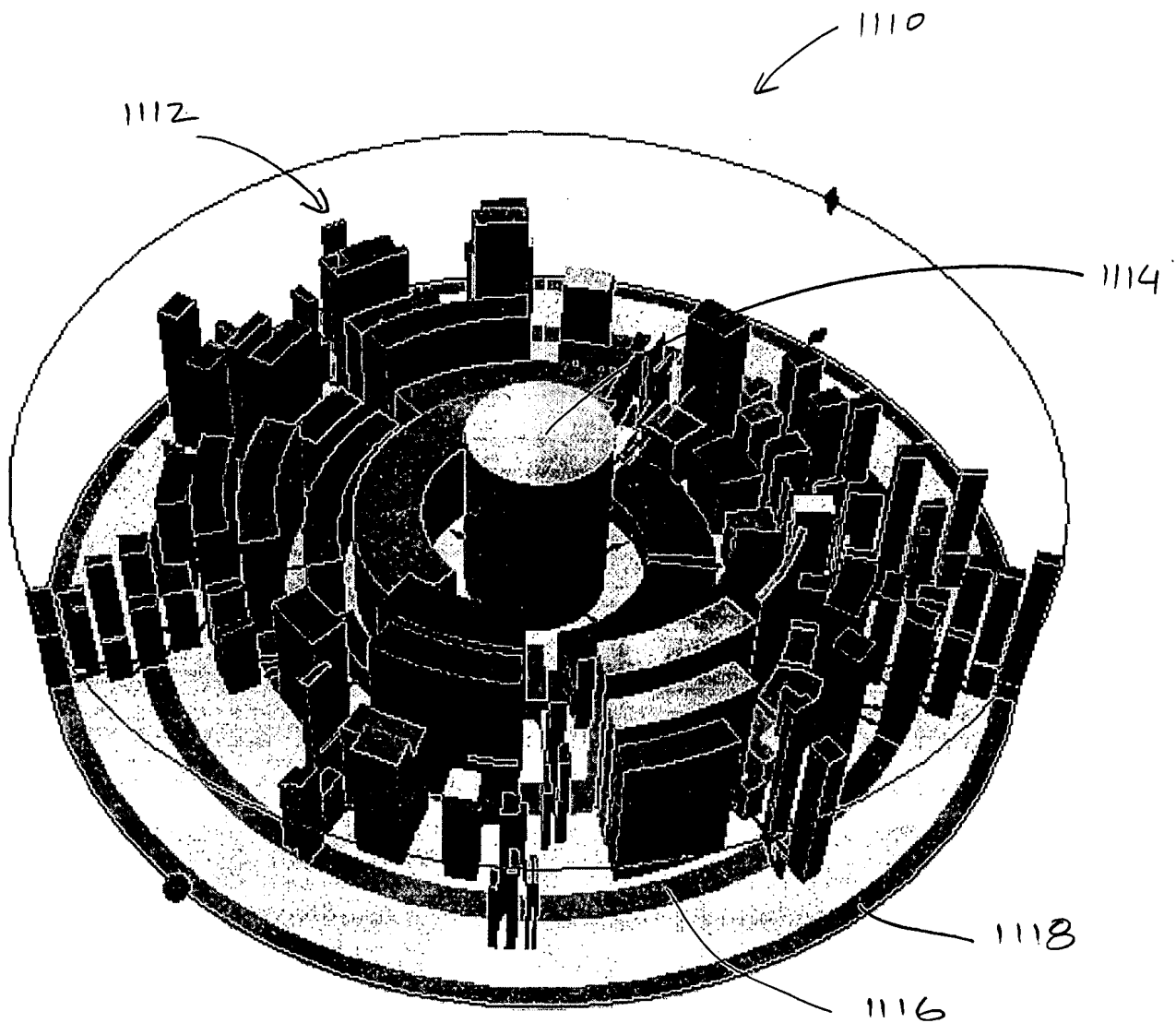


FIGURE 11

005749260

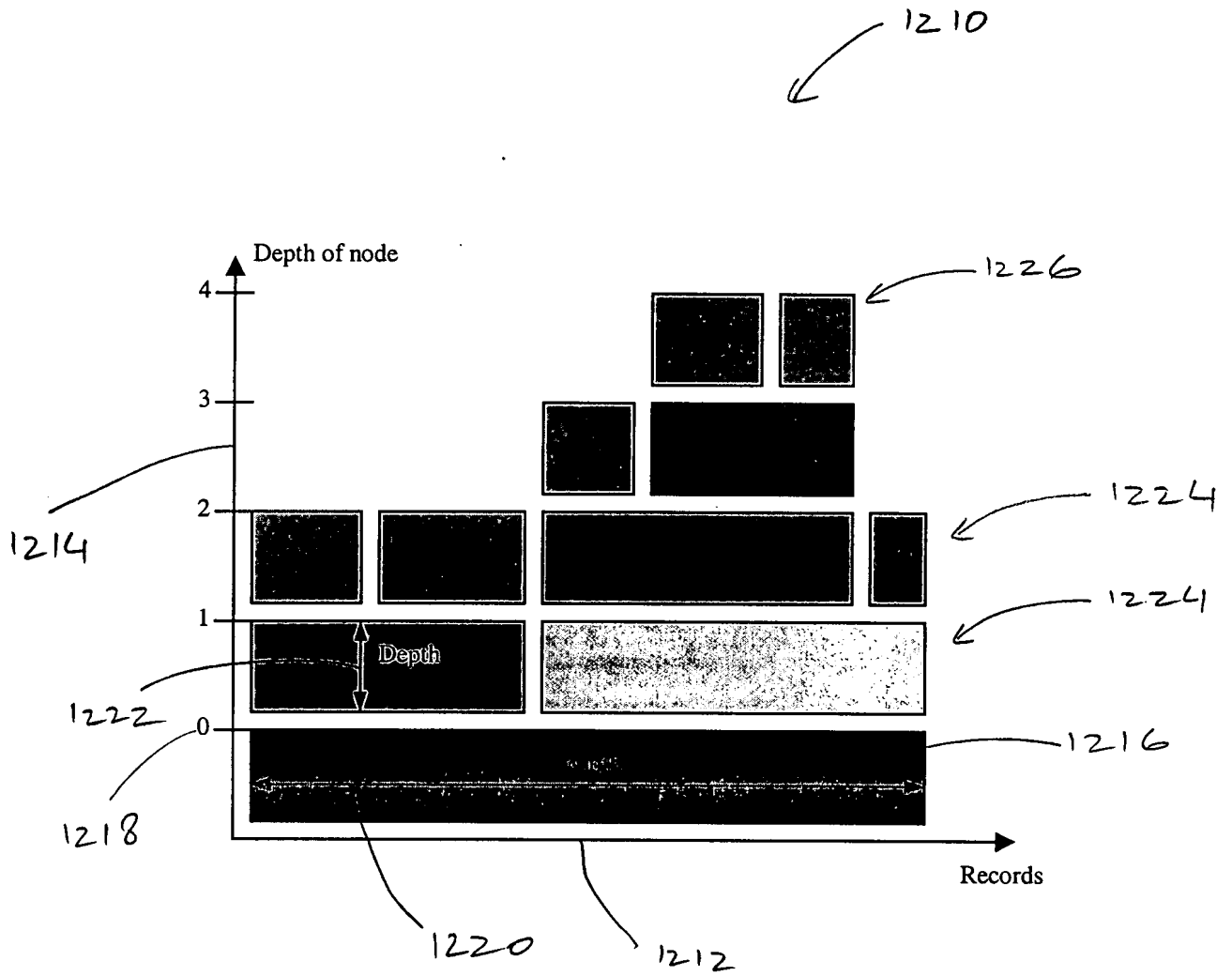


FIGURE 12

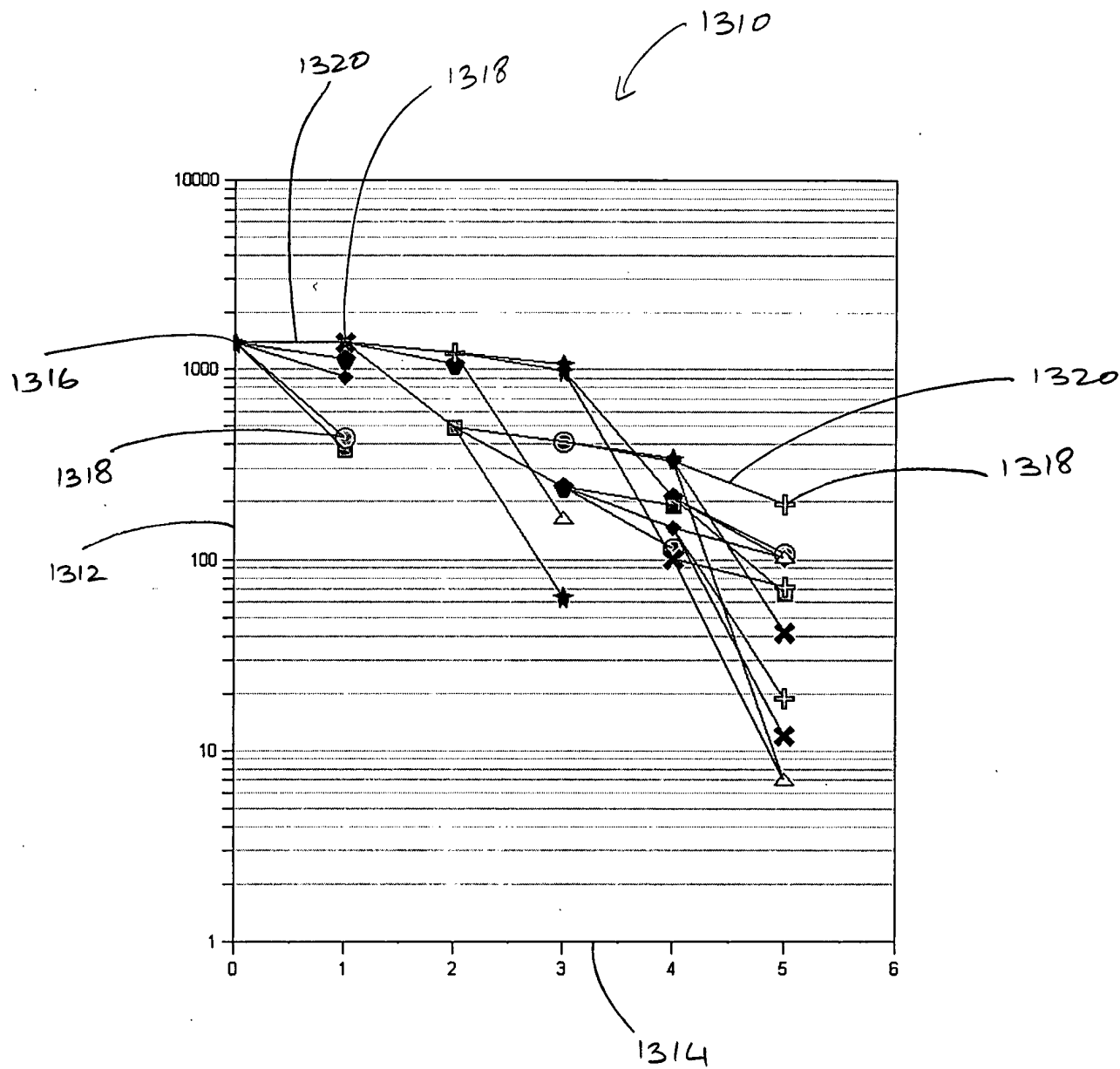
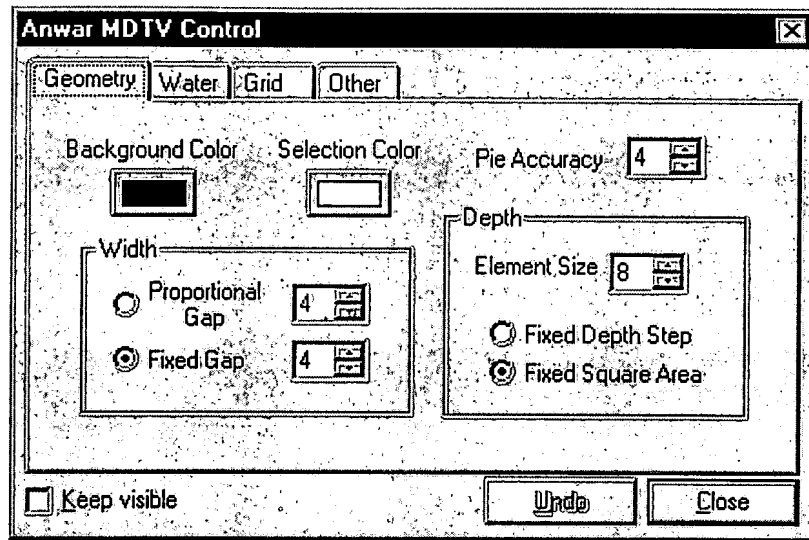
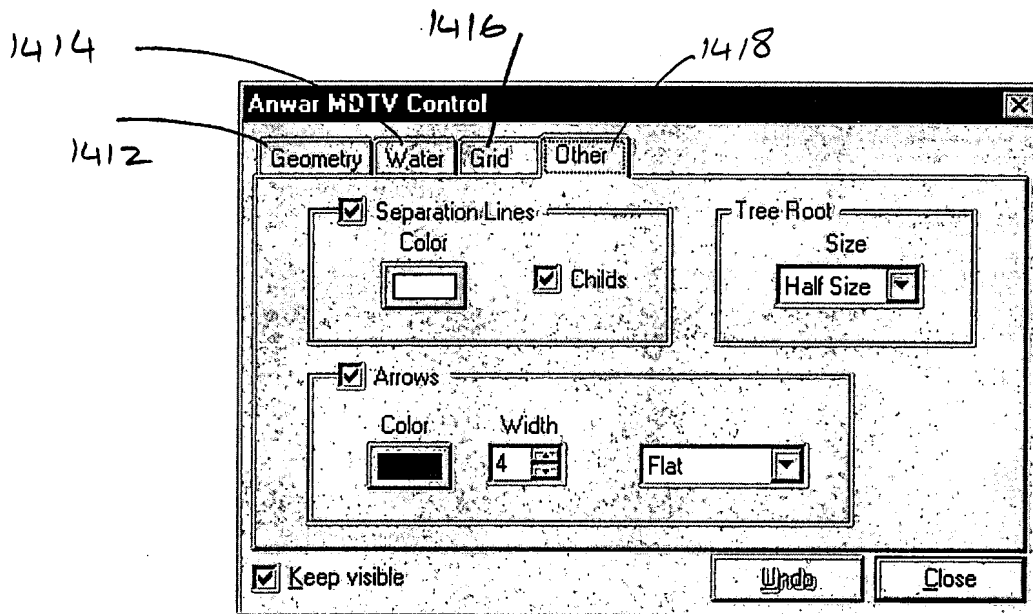


FIGURE 13



B



A

FIGURE 14

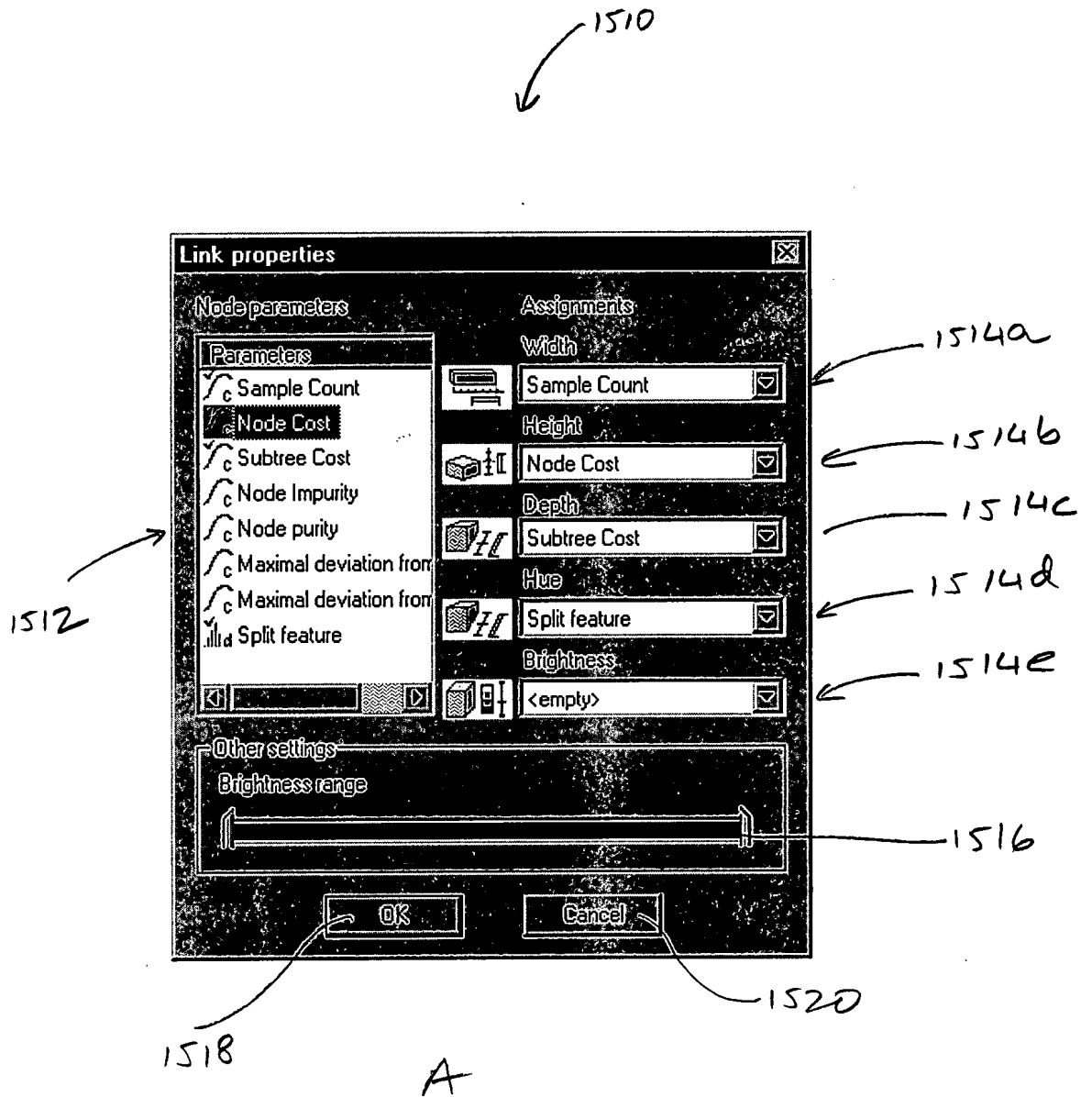


FIGURE 15

00513674-11500

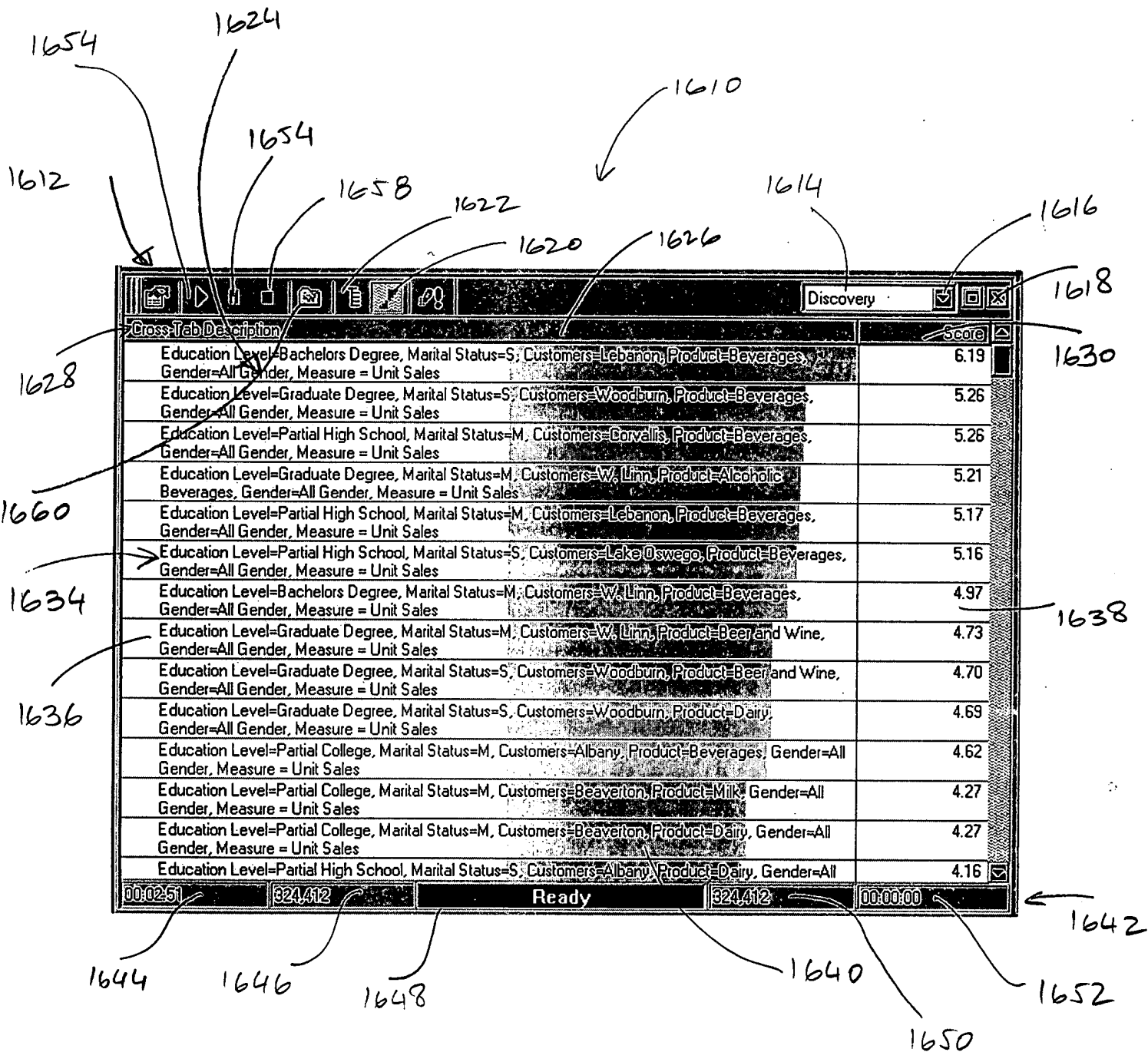


FIGURE 16

005TT"429ET260

Discovery	
Cross-Tab Description	Score
Education Level=All Education Level, Marital Status=All Marital Status, Product=Drink, (Customers=OR, Gender=All Gender) Measure = Unit Sales	10.52 (109)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Alcoholic Beverages, (Customers=OR, Gender=All Gender) Measure = Unit	7.78 (28)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Dairy, (Customers=OR, Gender=All Gender) Measure = Unit Sales	7.64 (32)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Dairy, (Customers=OR, Gender=All Gender) Measure = Unit Sales	7.64 (32)
1638	
Ready	

FIGURE 17

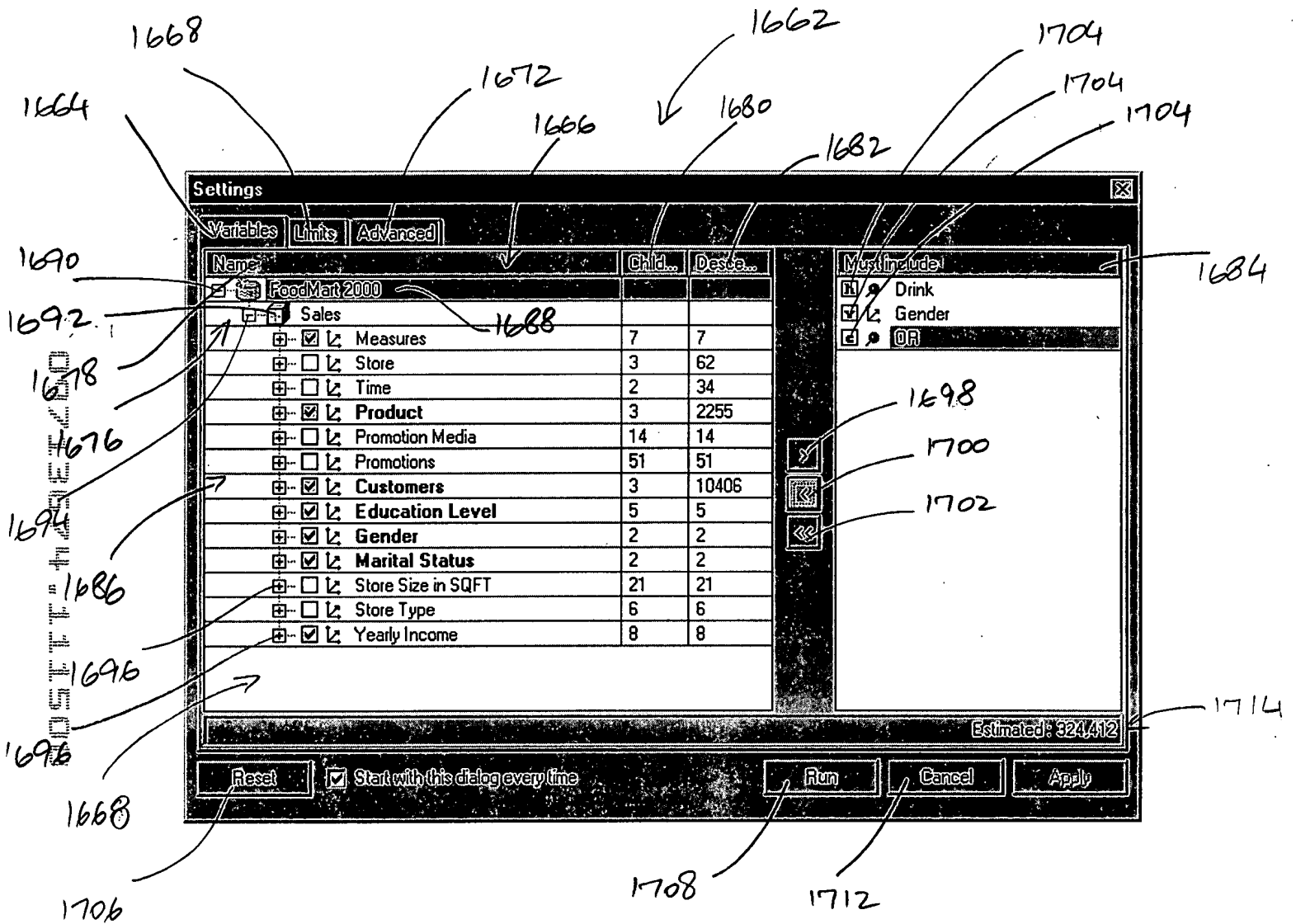


FIGURE 18A

00511429E1/60

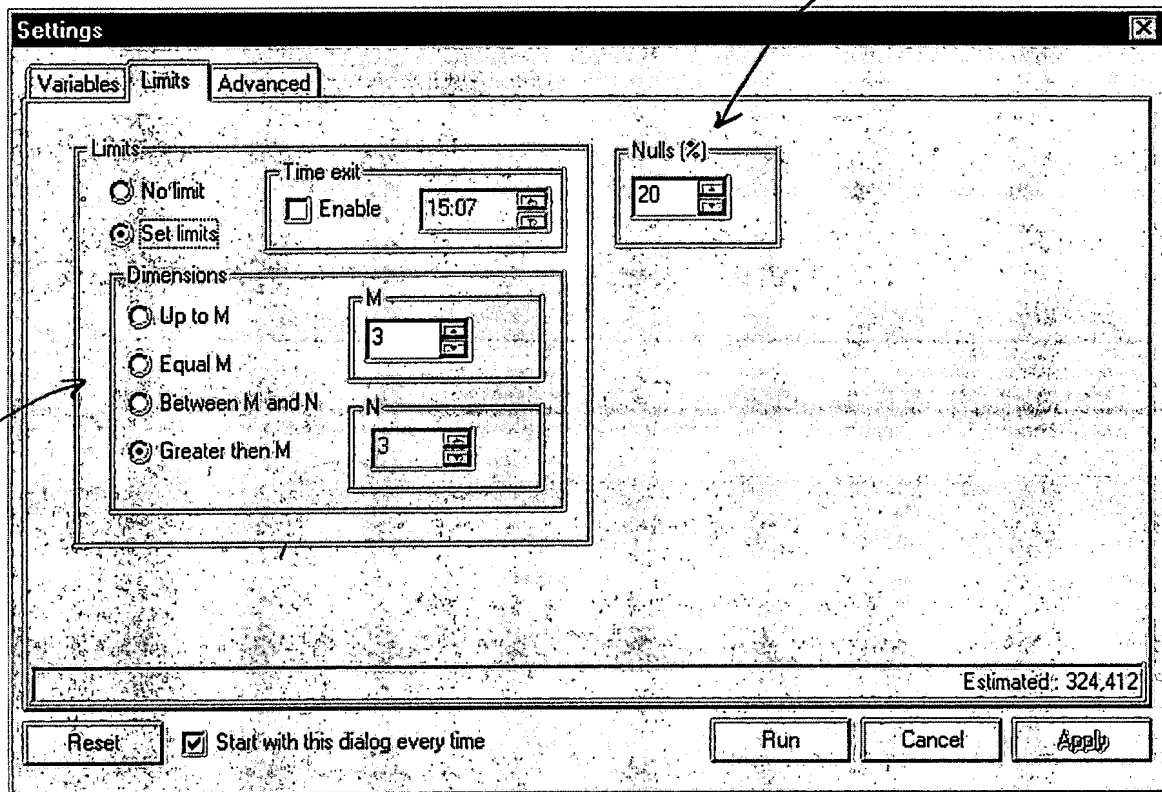


FIGURE 18 B

005111-41921/60

1674

1672

1720

Settings

Variables Limits Advanced

Negative: 100

Positive: 100

Zero threshold: 0

Cross tabs threshold: 50000

Thread number: 1

Memory optimization threshold: 5

Estimated: 324,412

Reset ☒ Start with this dialog every time Run Cancel Apply

FIGURE 18C

00511574-11500

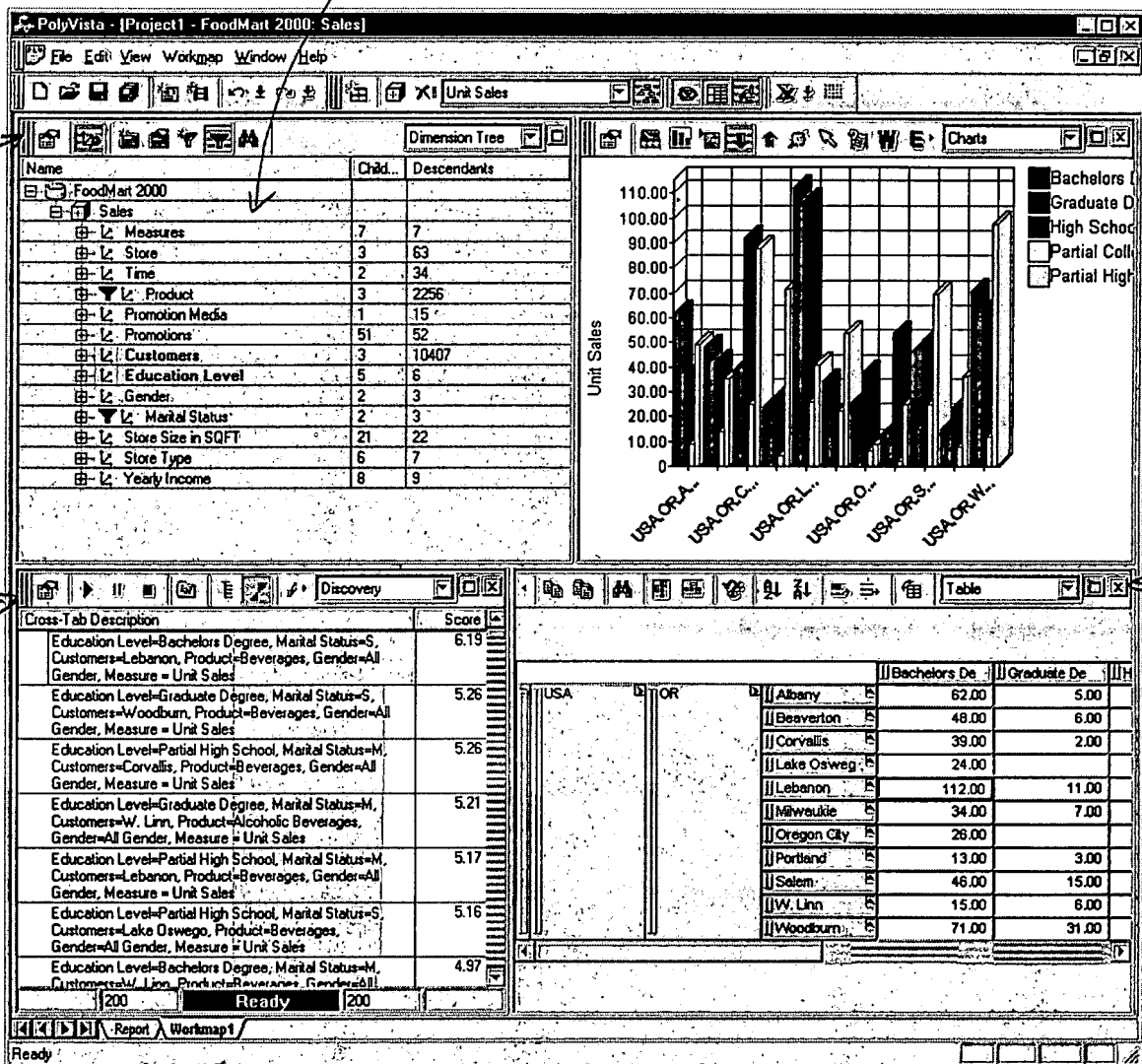


FIGURE 19

SCANNED #12
2010

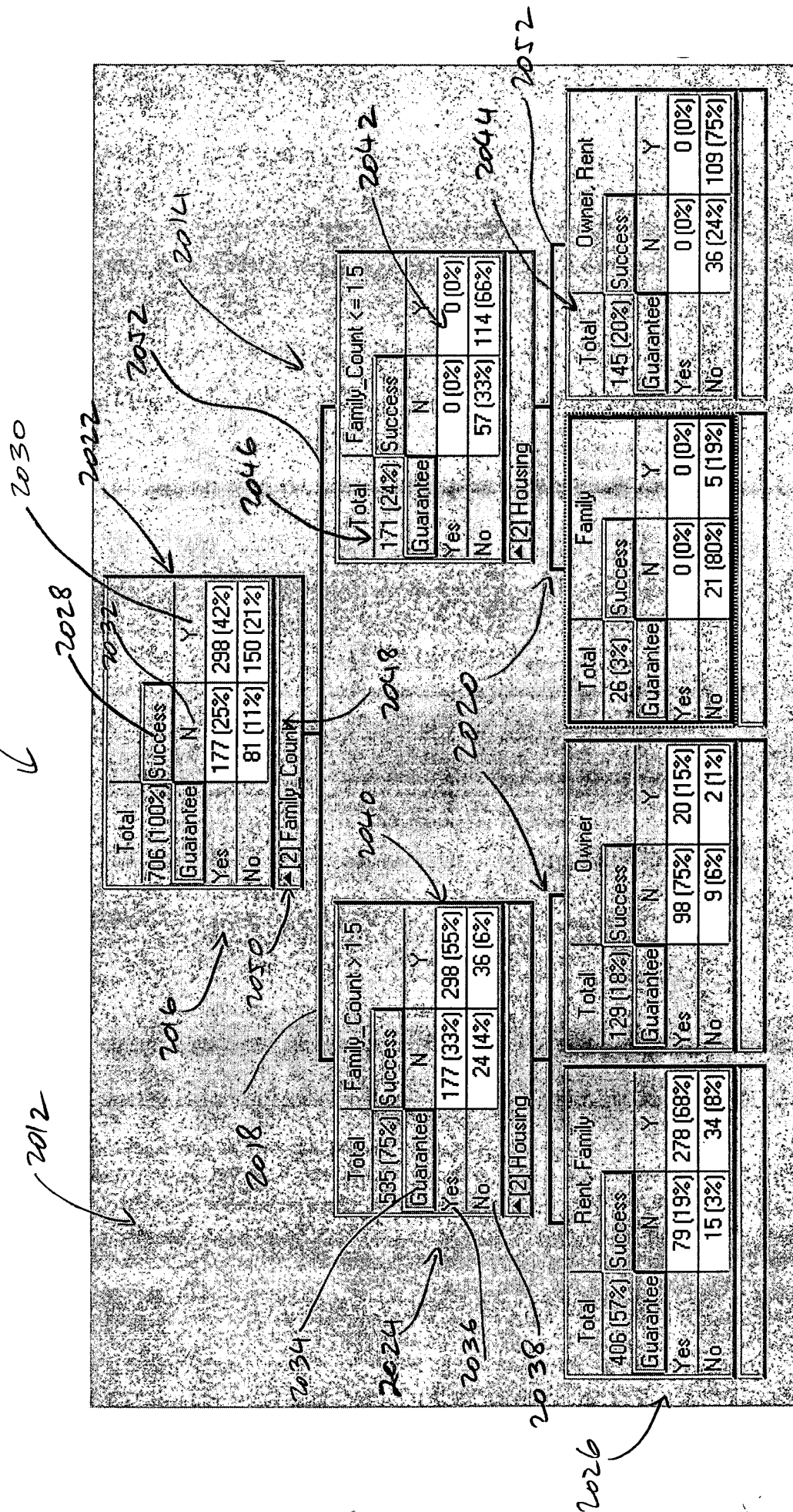


FIGURE 20

Family Count			
Total	Success	N	Y
706 (100%)	177 (25%)	288 (42%)	
Yes	81 (11%)	150 (21%)	
No			

Family Count <= 1.5			
Total	Success	N	Y
171 (24%)	0 (0%)	0 (0%)	
Yes	57 (33%)	114 (66%)	
No			

Family Count > 1.5			
Total	Success	N	Y
535 (75%)	177 (33%)	238 (55%)	
Yes	24 (4%)	36 (6%)	
No			

Rent, Family			
Total	Success	N	Y
406 (57%)	79 (19%)	278 (88%)	
Yes	15 (3%)	34 (8%)	
No			

Owner, Rent			
Total	Success	N	Y
145 (20%)	0 (0%)	0 (0%)	
Yes	36 (24%)	109 (75%)	
No			

TV, Other			
Total	Success	N	Y
110 (15%)	92 (83%)	8 (7%)	1 (0%)
Yes	8 (7%)	1 (0%)	
No			

Mail			
Total	Success	N	Y
19 (2%)	6 (31%)	11 (57%)	
Yes	1 (5%)	1 (5%)	
No			

Married			
Total	Success	N	Y
322 (45%)	62 (19%)	25 (77%)	
Yes	4 (1%)	6 (1%)	
No			

Single, Divorced, Separated, Partner...			
Total	Success	N	Y
17 (20%)	27 (32%)	28 (33%)	
Yes	11 (13%)	28 (33%)	
No			

Family Count			
Total	Success	N	Y
28 (3%)	0 (0%)	0 (0%)	
Yes	21 (80%)	5 (19%)	
No			

Family			
Total	Success	N	Y
26 (3%)	0 (0%)	0 (0%)	
Yes	21 (80%)	5 (19%)	
No			

Title			
Total	Success	N	Y
26 (3%)	0 (0%)	0 (0%)	
Yes	21 (80%)	5 (19%)	
No			

Owner			
Total	Success	N	Y
123 (18%)	98 (75%)	20 (15%)	
Yes	9 (6%)	2 (1%)	
No			

Reason			
Total	Success	N	Y
123 (18%)	98 (75%)	20 (15%)	
Yes	9 (6%)	2 (1%)	
No			

Housing			
Total	Success	N	Y
171 (24%)	0 (0%)	0 (0%)	
Yes	57 (33%)	114 (66%)	
No			

Housing			
Total	Success	N	Y
145 (20%)	0 (0%)	0 (0%)	
Yes	36 (24%)	109 (75%)	
No			

Housing			
Total	Success	N	Y
125 (17%)	0 (0%)	0 (0%)	
Yes	22 (17%)	103 (82%)	
No			

Housing			
Total	Success	N	Y
6 (0%)	0 (0%)	0 (0%)	
Yes	2 (33%)	4 (66%)	
No			

Housing			
Total	Success	N	Y
20 (2%)	0 (0%)	0 (0%)	
Yes	19 (95%)	1 (5%)	
No			

Housing			
Total	Success	N	Y
110 (15%)	92 (83%)	8 (7%)	1 (0%)
Yes	8 (7%)	1 (0%)	
No			

Housing			
Total	Success	N	Y
19 (2%)	6 (31%)	11 (57%)	
Yes	1 (5%)	1 (5%)	
No			

Housing			
Total	Success	N	Y
322 (45%)	62 (19%)	25 (77%)	
Yes	4 (1%)	6 (1%)	
No			

Housing			
Total	Success	N	Y
17 (20%)	27 (32%)	28 (33%)	
Yes	11 (13%)	28 (33%)	
No			

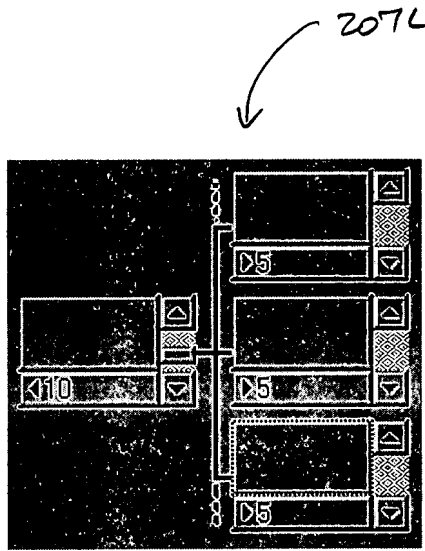
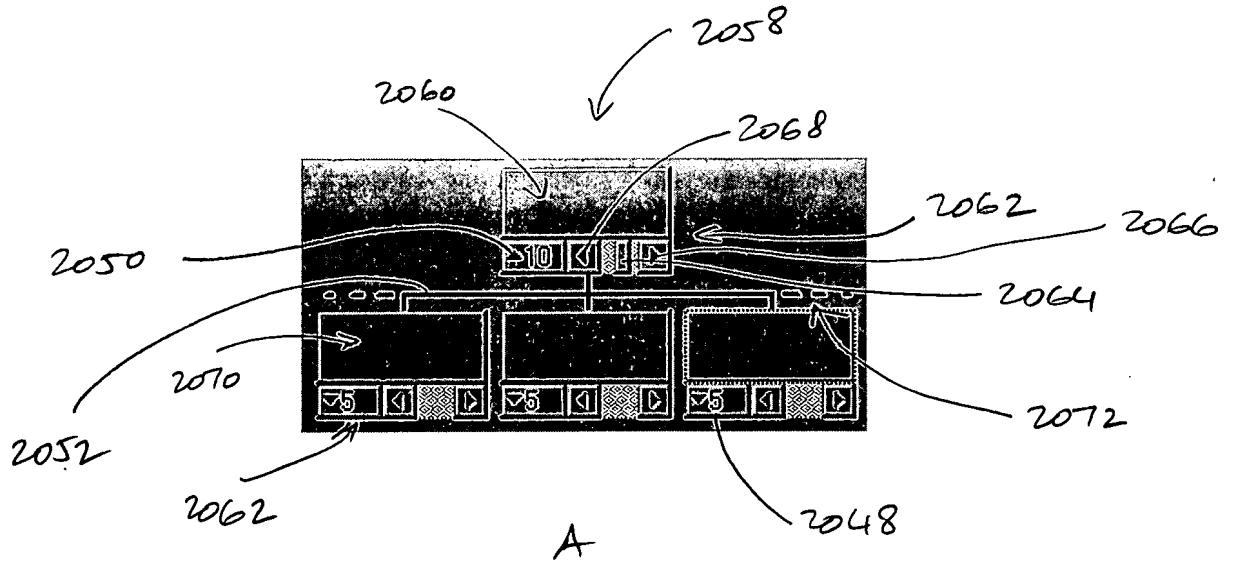


FIGURE 22

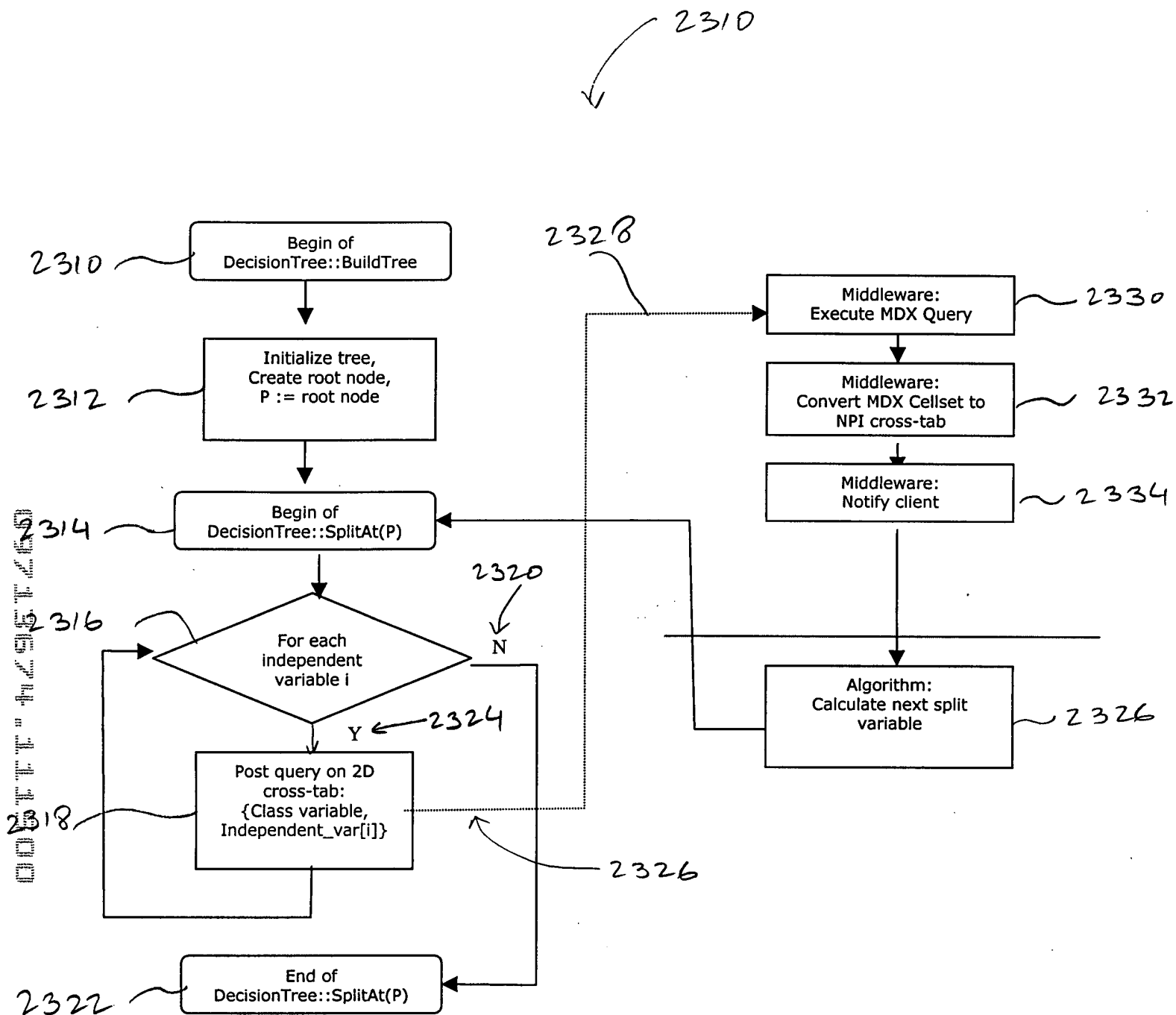


FIGURE 23

00577-49E760

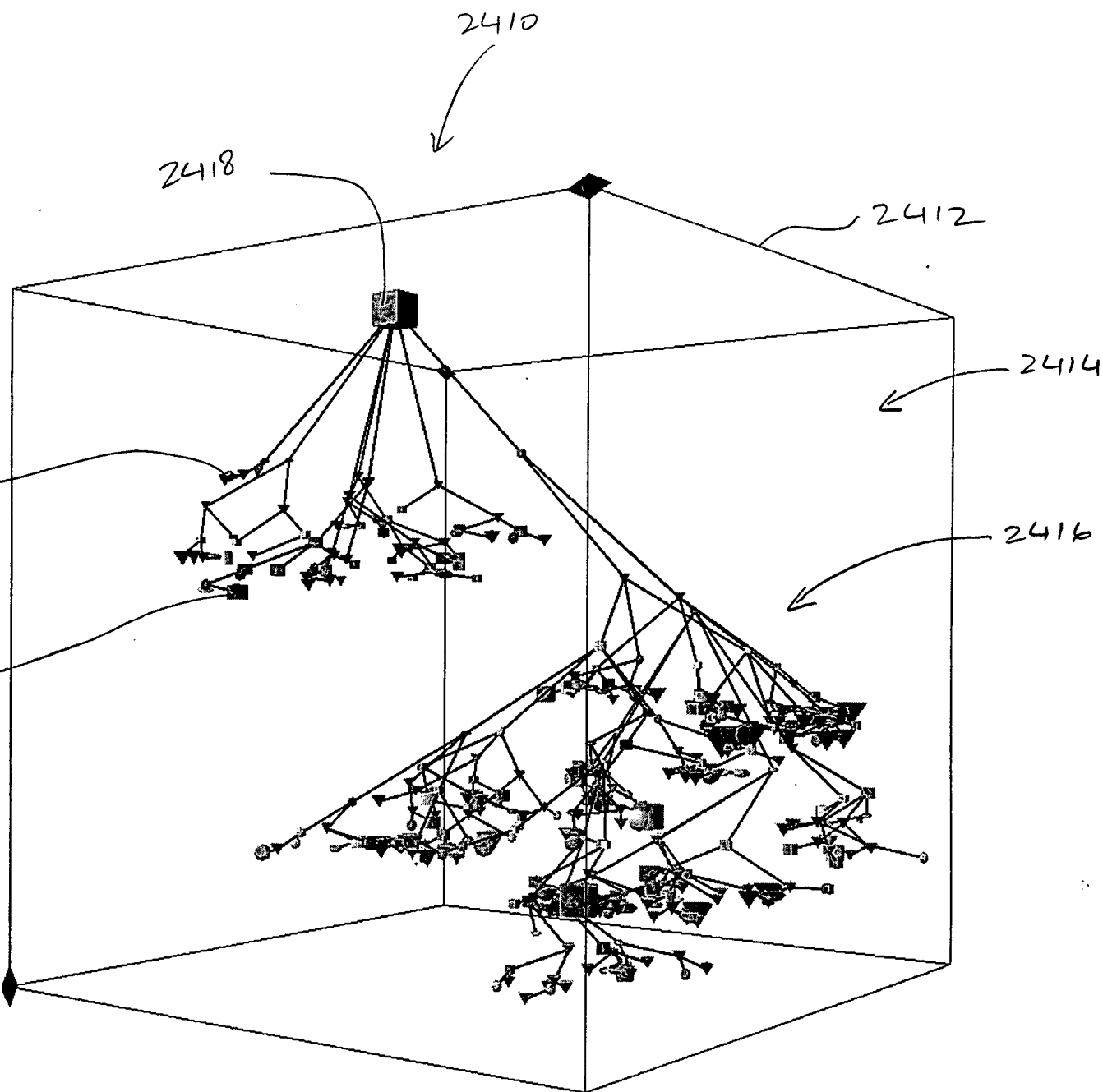


FIGURE 24 A

09713674-11500

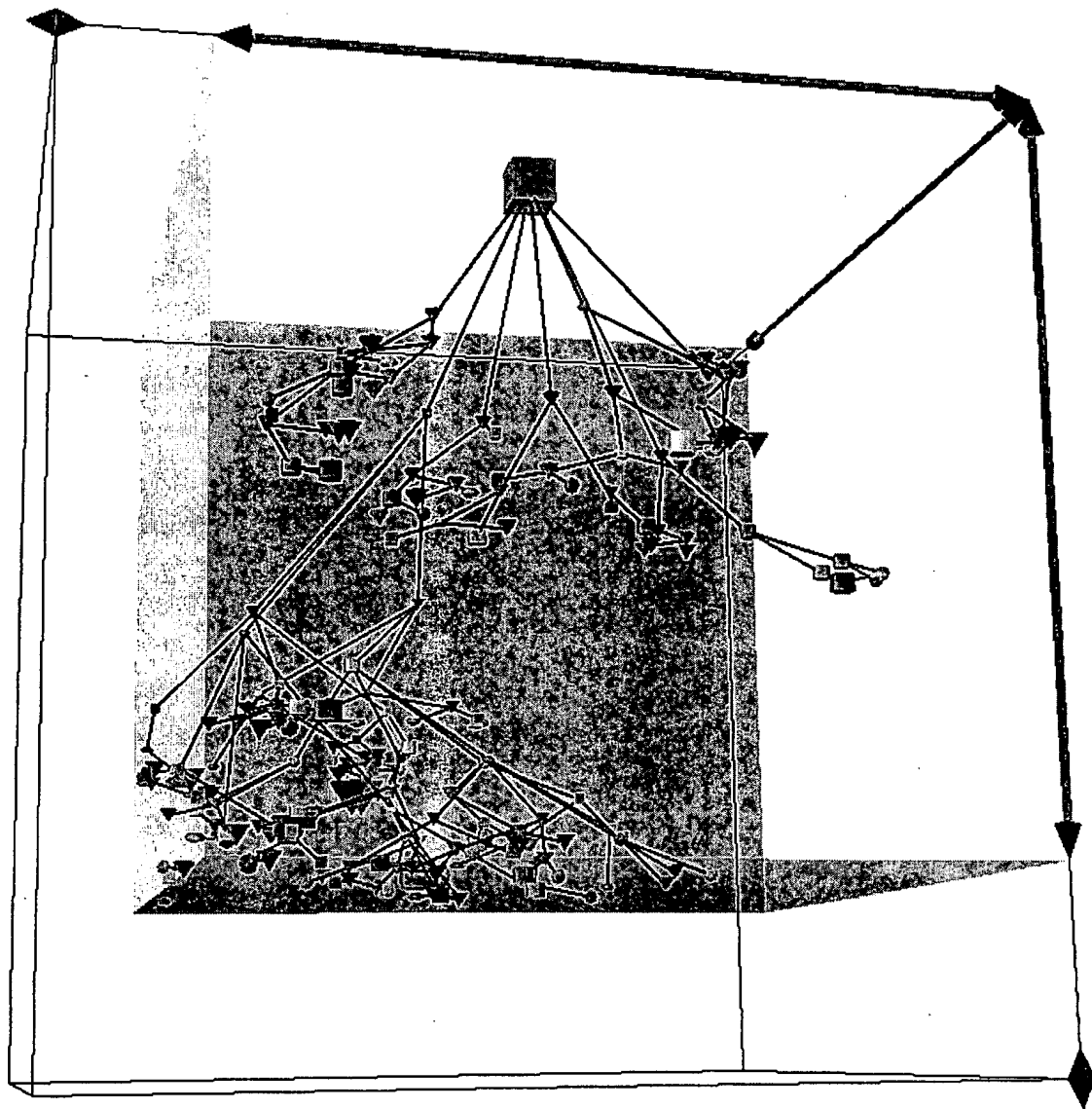


FIGURE 24 B

005774-11500

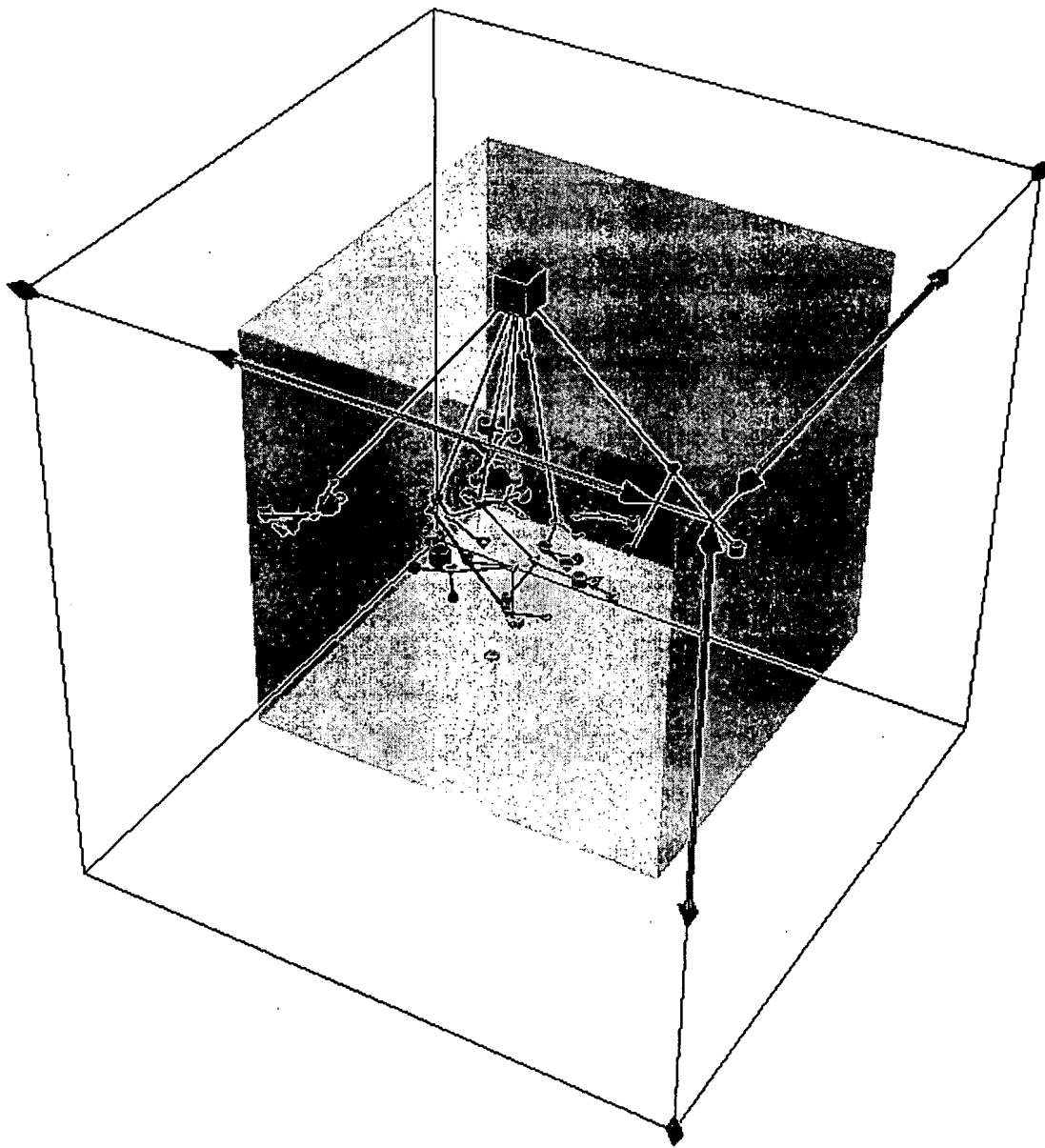


FIGURE 24 C

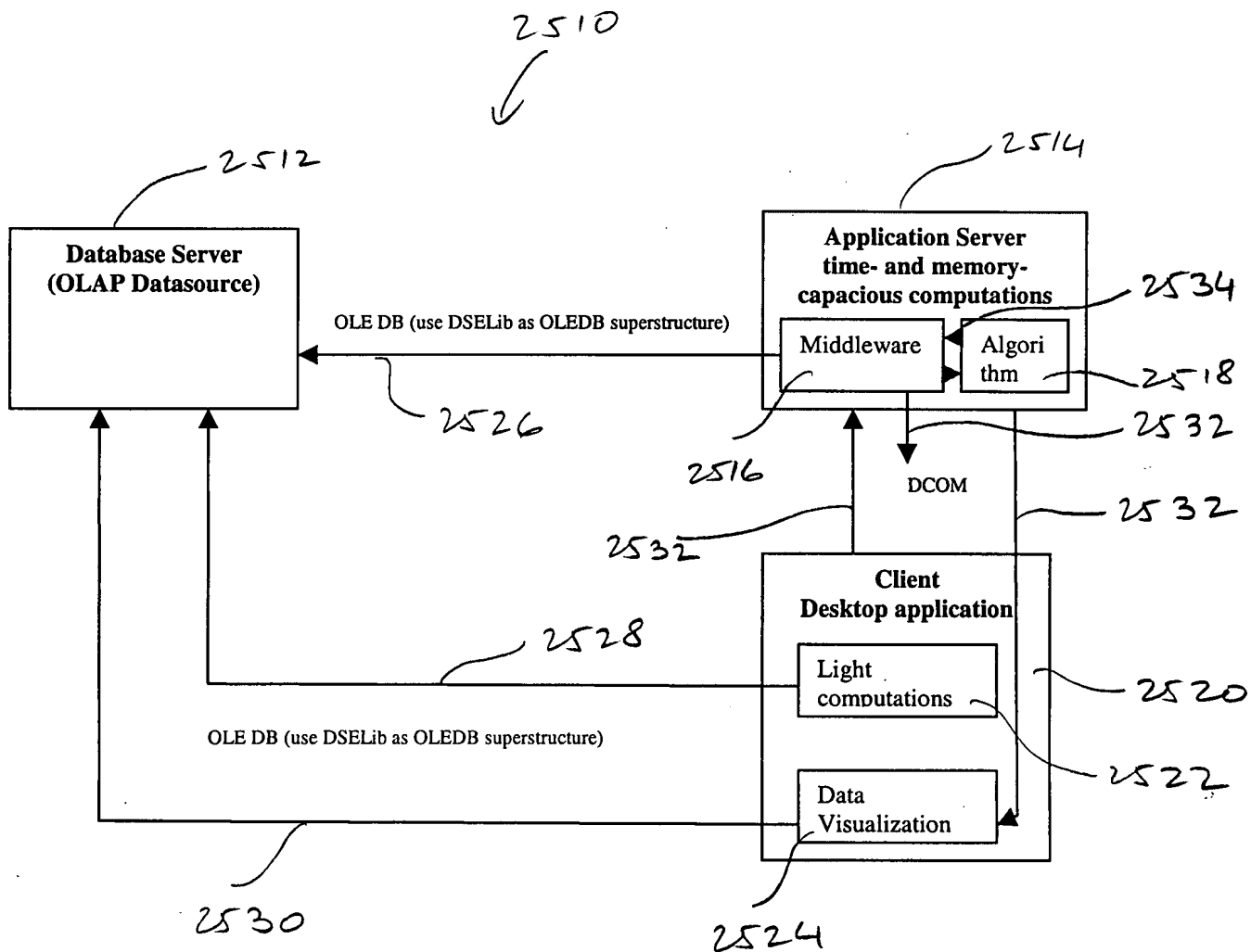


FIGURE 25

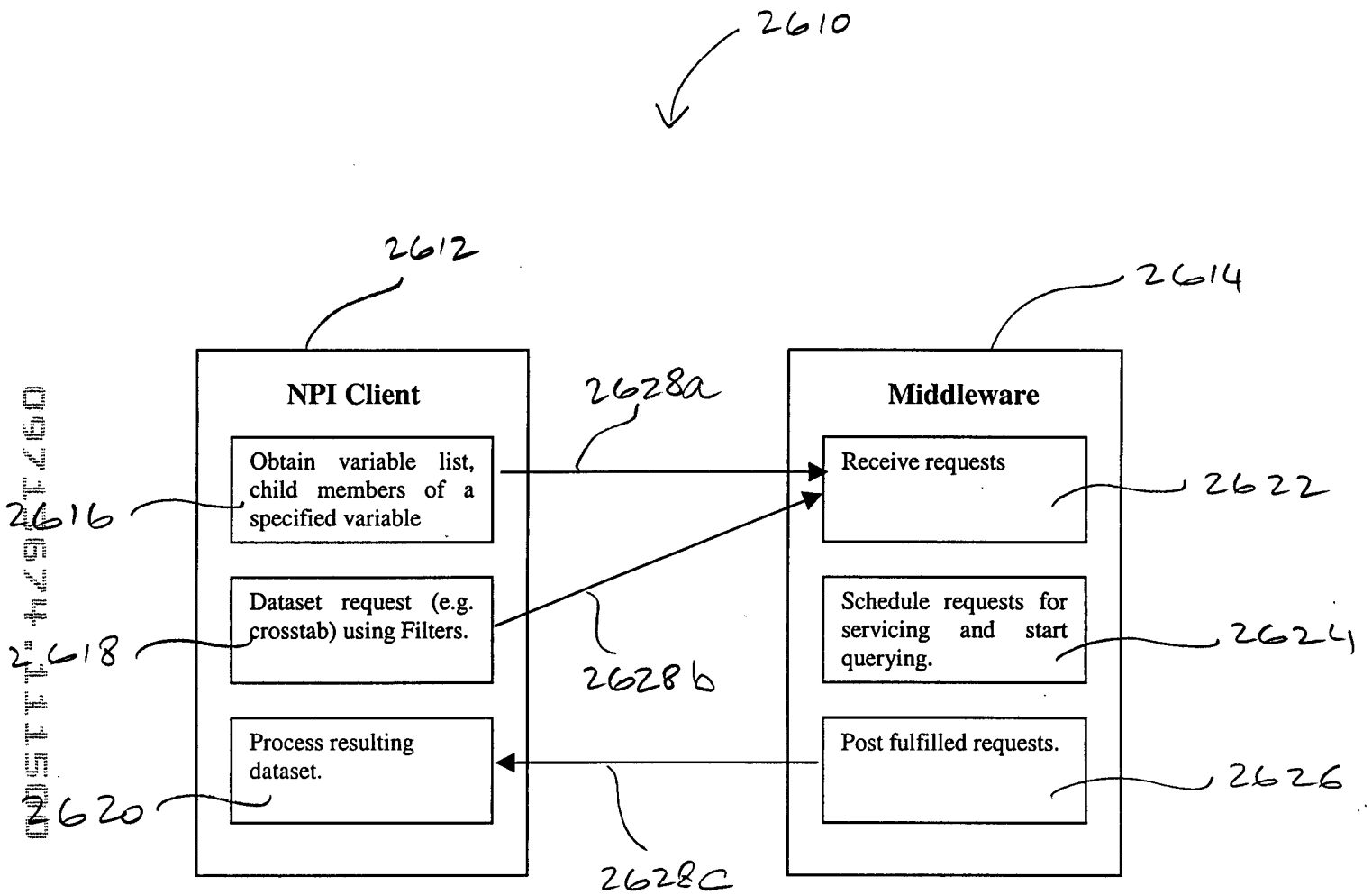


FIGURE 26

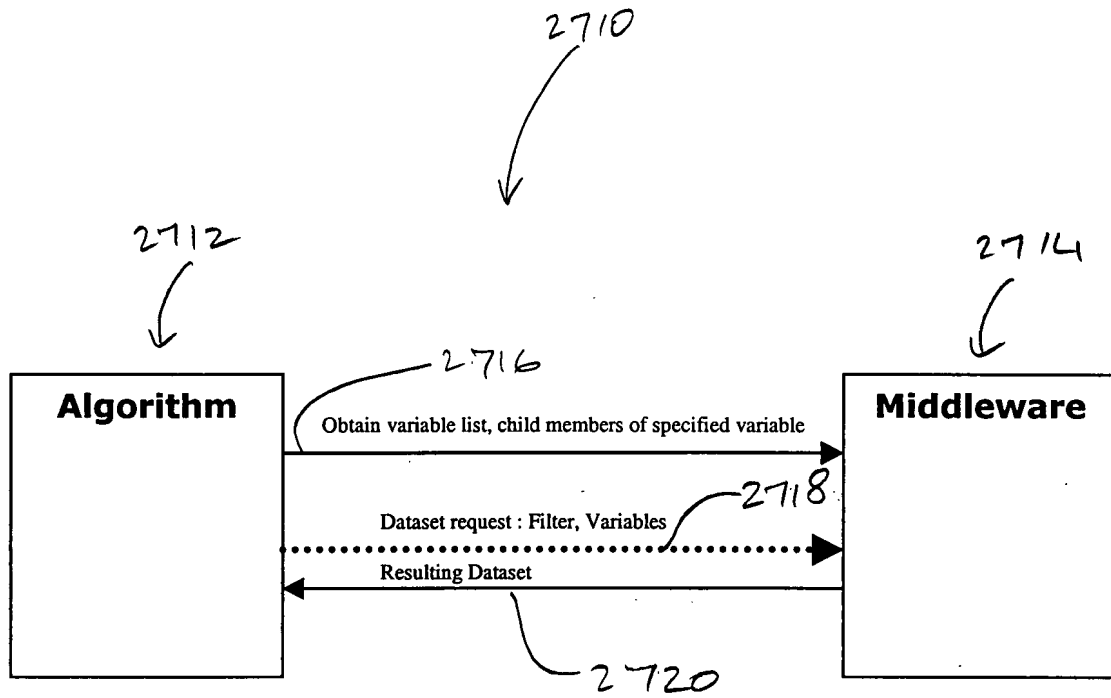


FIGURE 27

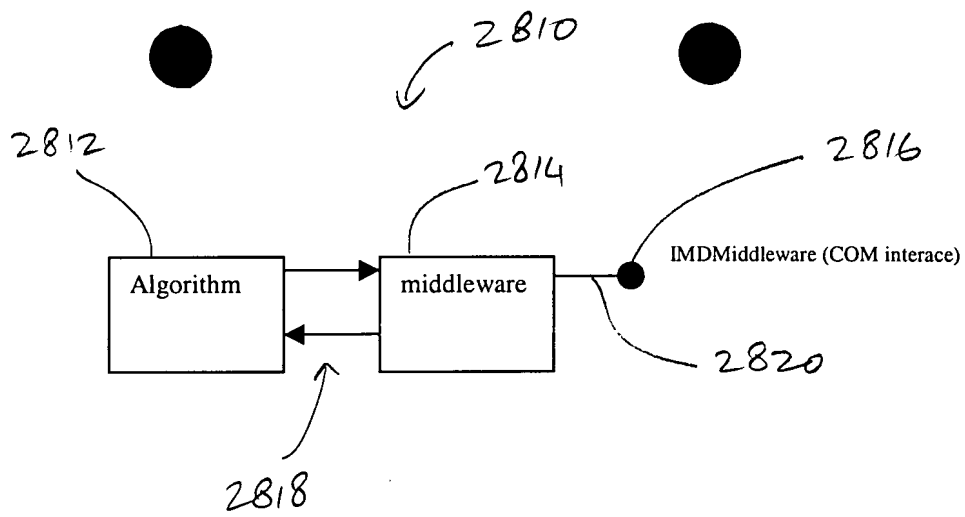


FIGURE 28

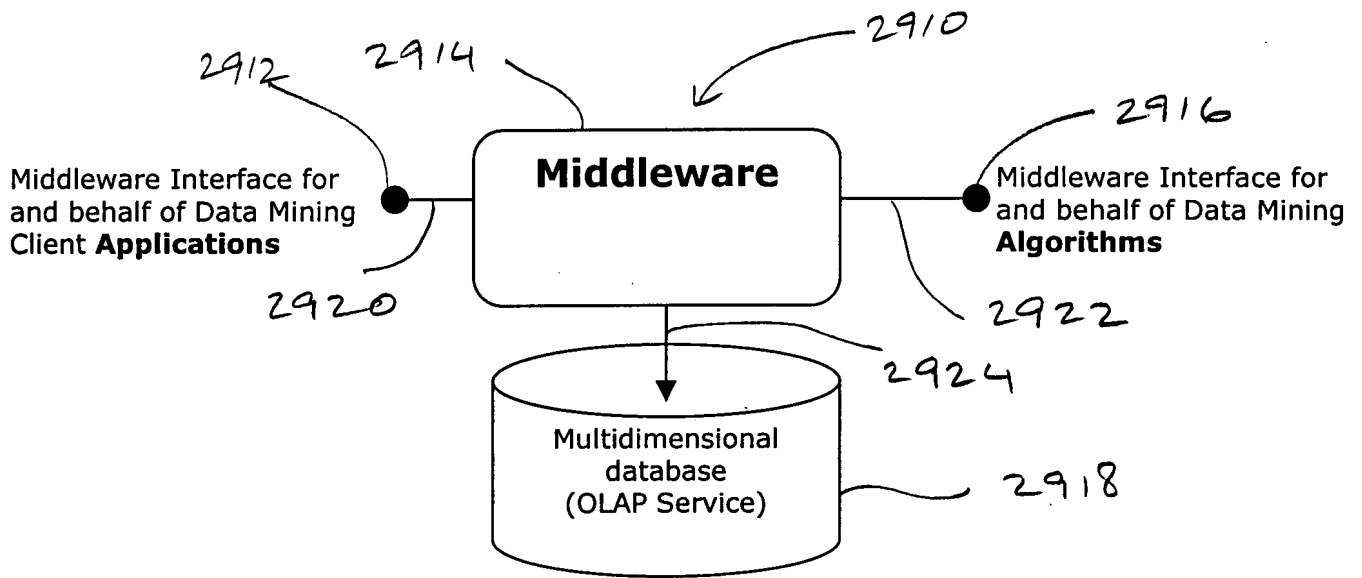


FIGURE 29

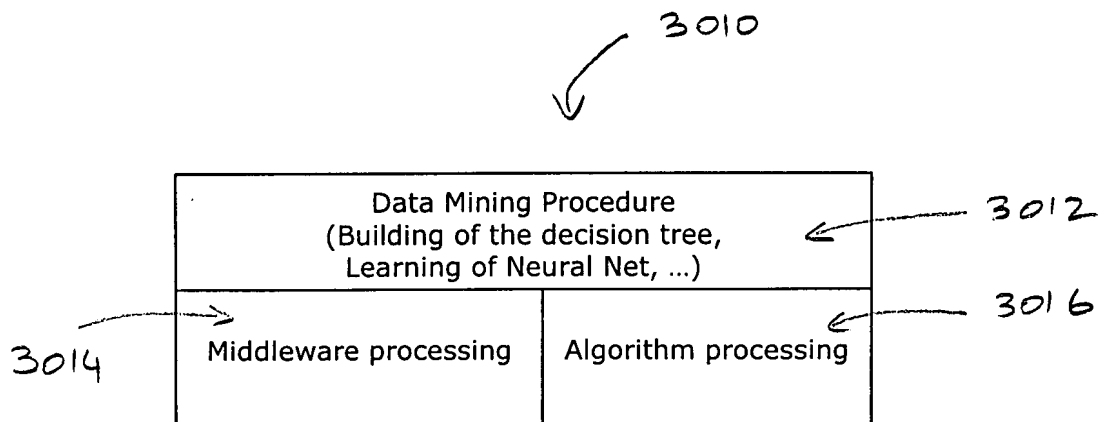


FIGURE 30

00574974-11500

3110
↓

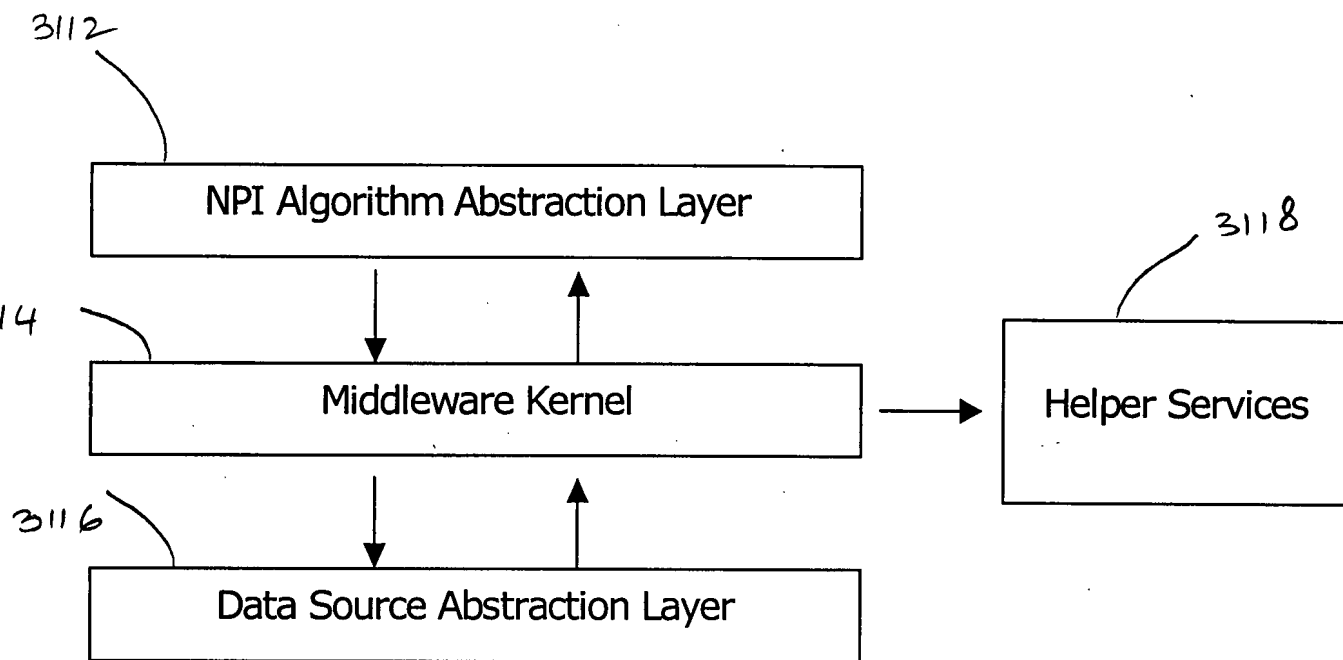


FIGURE 31

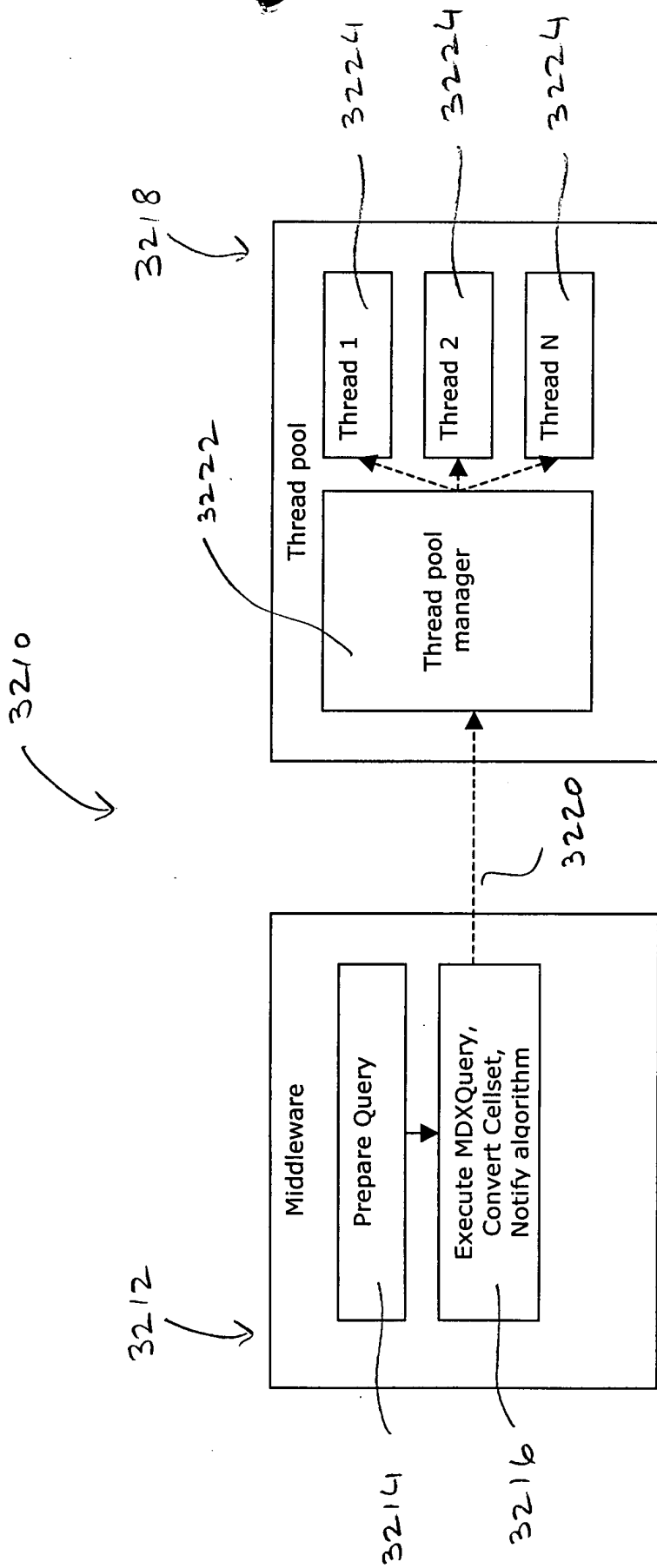


FIGURE 32

3310

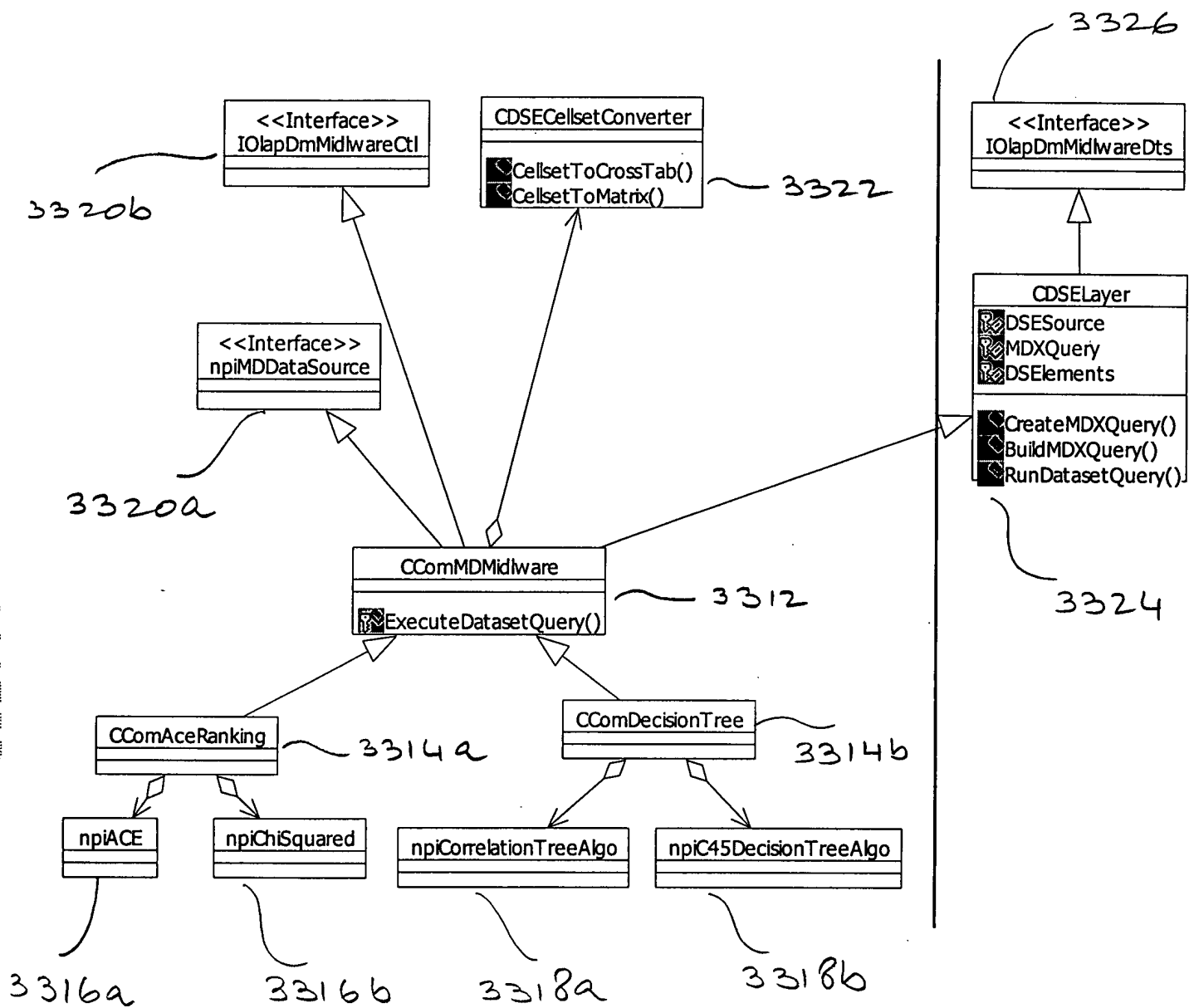


FIGURE 33

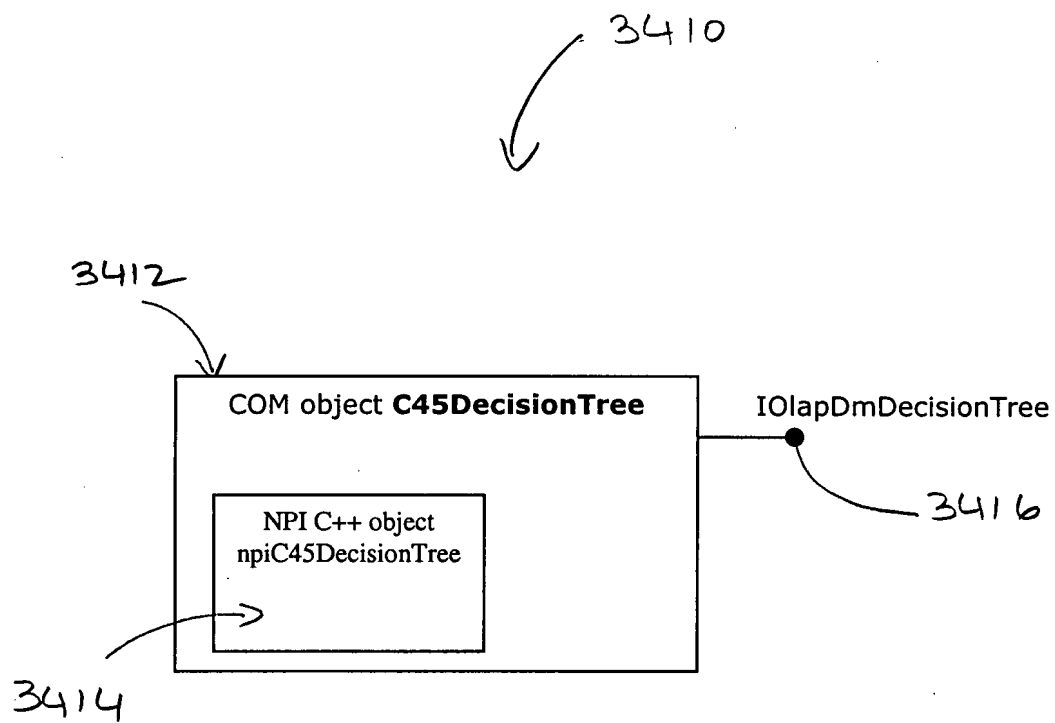


FIGURE 34

00571364-11500

3610

3614

3616

3622

3612

3618

3620

3226

3626

3624

3626

USA	OR	Drink	Food
		Alcoholic Beverages	Snack Foods
		Beer and Wine	Snack Foods
		Beer	Pretzels
	Albany	28.00	21.00
	Beaverton	24.00	10.00
	Corvallis	63.00	44.00
	Lake Oswego	26.00	16.00
	Lebanon	117.00	35.00
	Milwaukie	27.00	25.00
	Oregon City	22.00	8.00
	Portland	36.00	11.00
	Salem	38.00	28.00
	W. Linn	21.00	16.00
	Woodburn	58.00	19.00

FIG. 36

00577-49ET260






		Correlation	  
Cross-Tab Description		Score	
Products = Beer & Pretzels, Customers = OR, Education Level = Partial College, ..., Measure = Count		0.9901	

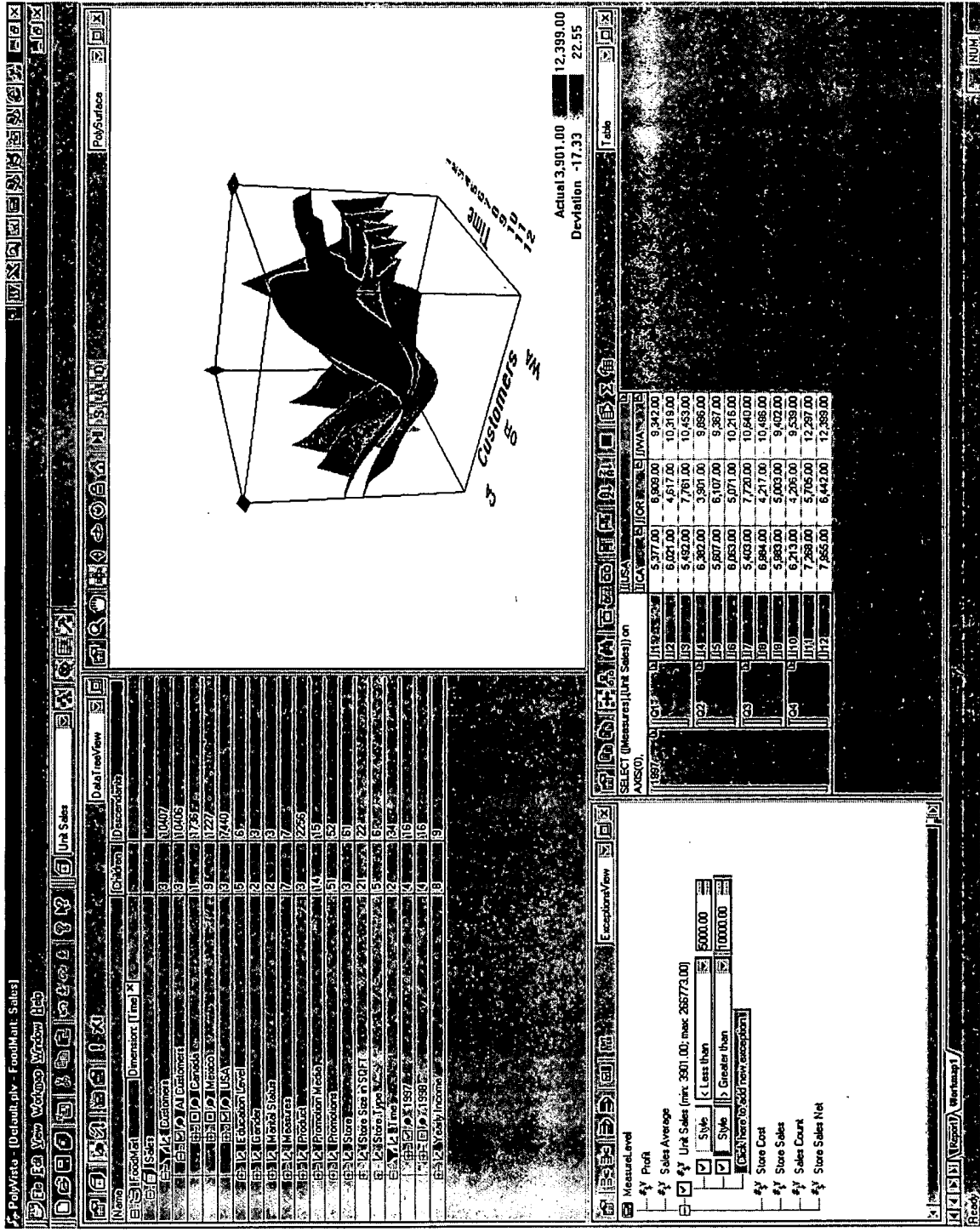
FIG. 37

SCANNED, # 12

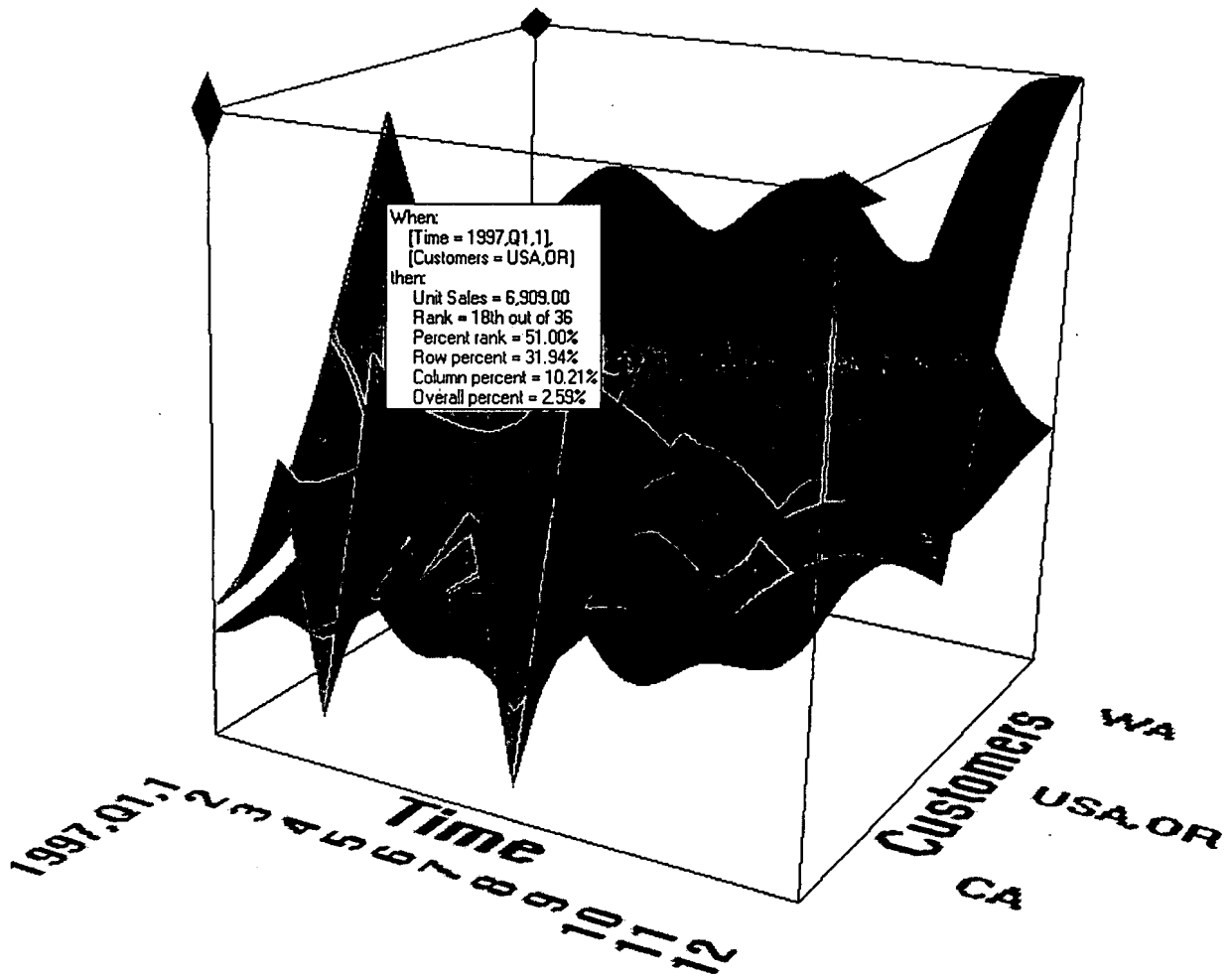
S	F	USA	OR	Albany	Drink	Food
				Beaverton	Alcoholic Beverage	Snack Foods
				Corvallis	Beer and Wine	Snack Foods
				Lake Oswego	Beer	Pretzels
				Lebanon	2.00	3.00
				Milwaukie	6.00	3.00
				Oregon City	13.00	12.00
				Portland	6.00	2.00
				Salem	27.00	11.00
				W. Linn	4.00	12.00
				Woodburn	3.00	3.00
					5.00	
					9.00	6.00
					3.00	4.00
					7.00	3.00

FLG. 38

SCANNED, # 12



09713674-111500



Actual 3,901.00	12,399.00
Deviation -17.33	22.55

FIG 4D

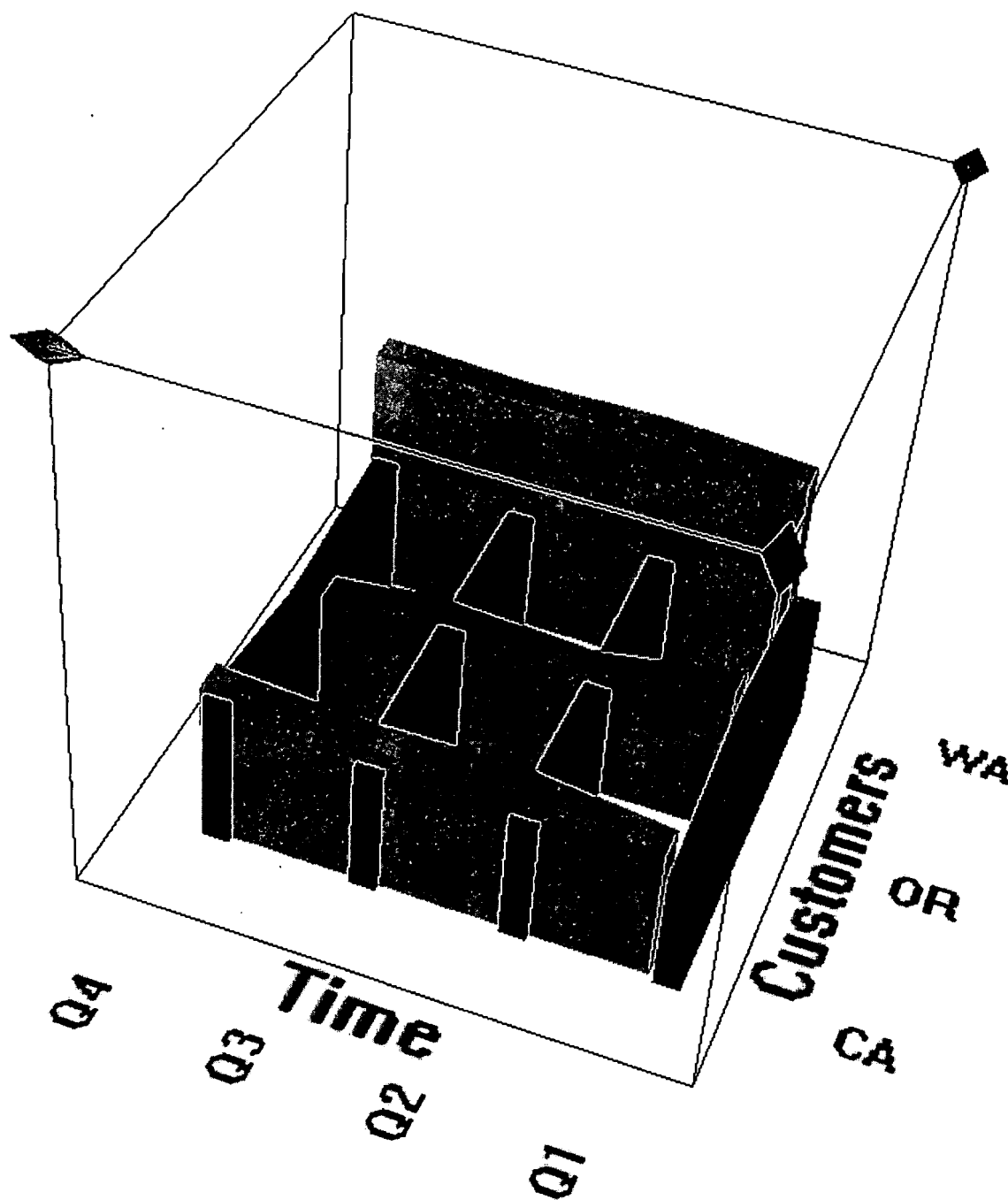


FIG 41

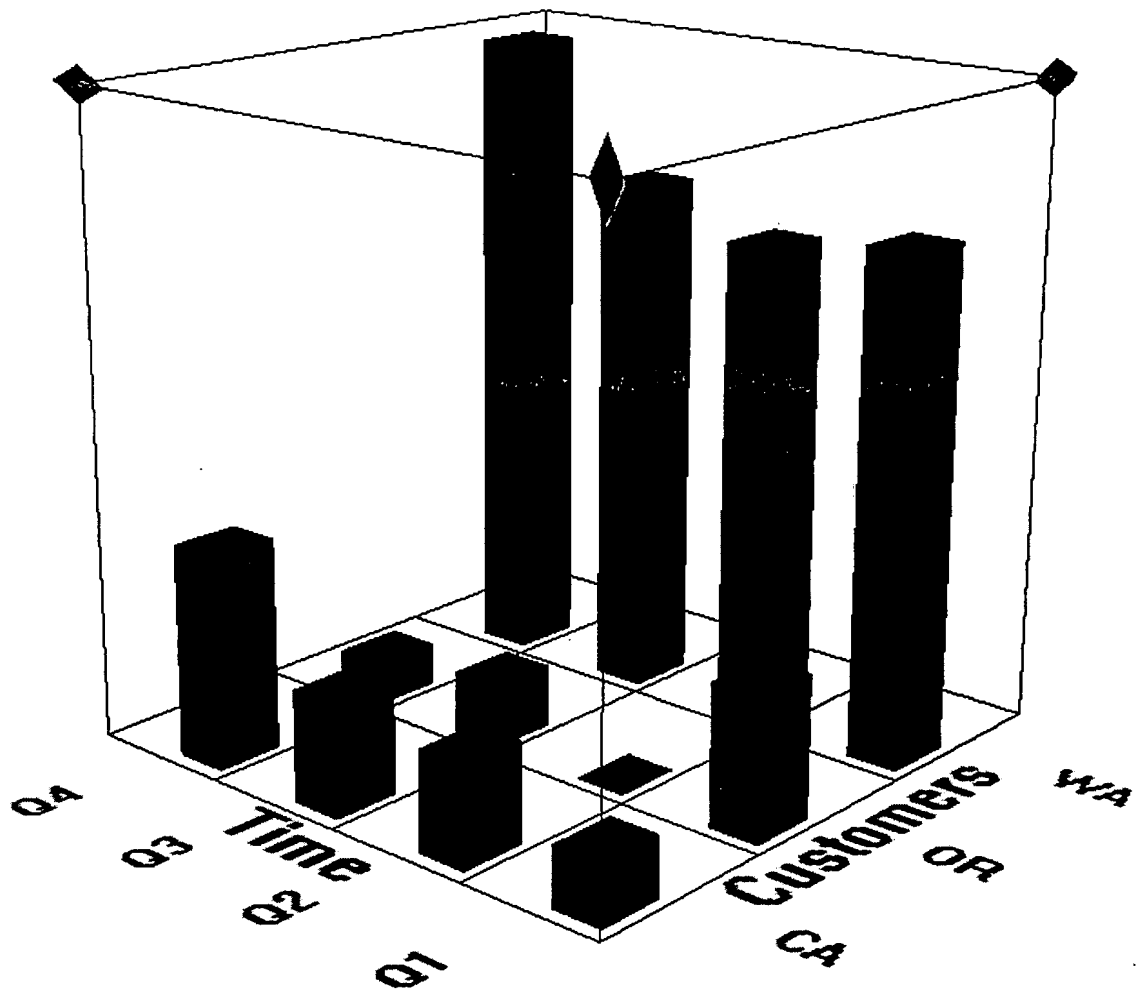


FIG 42

005774-111500

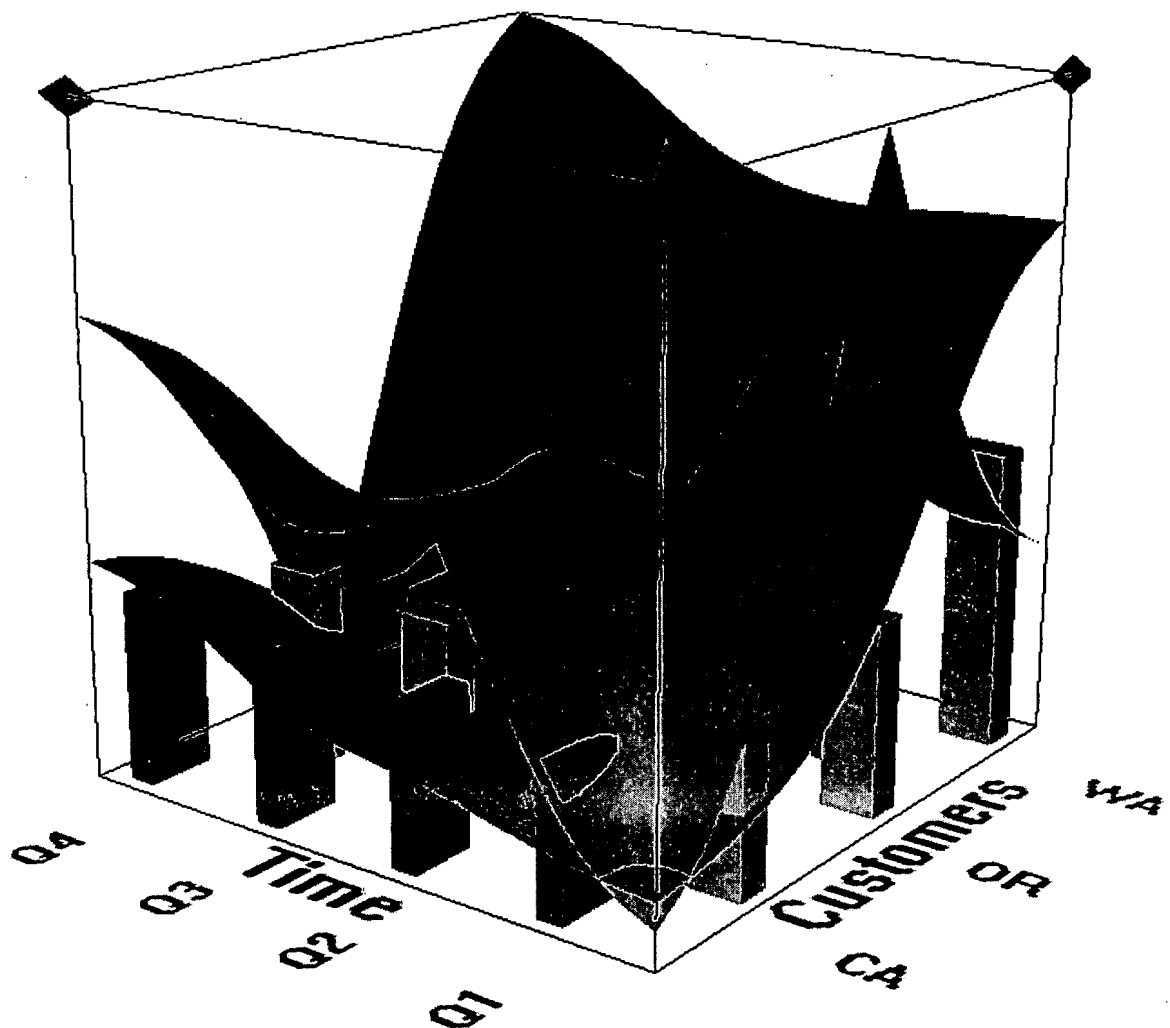


FIG 43

09713674-11500

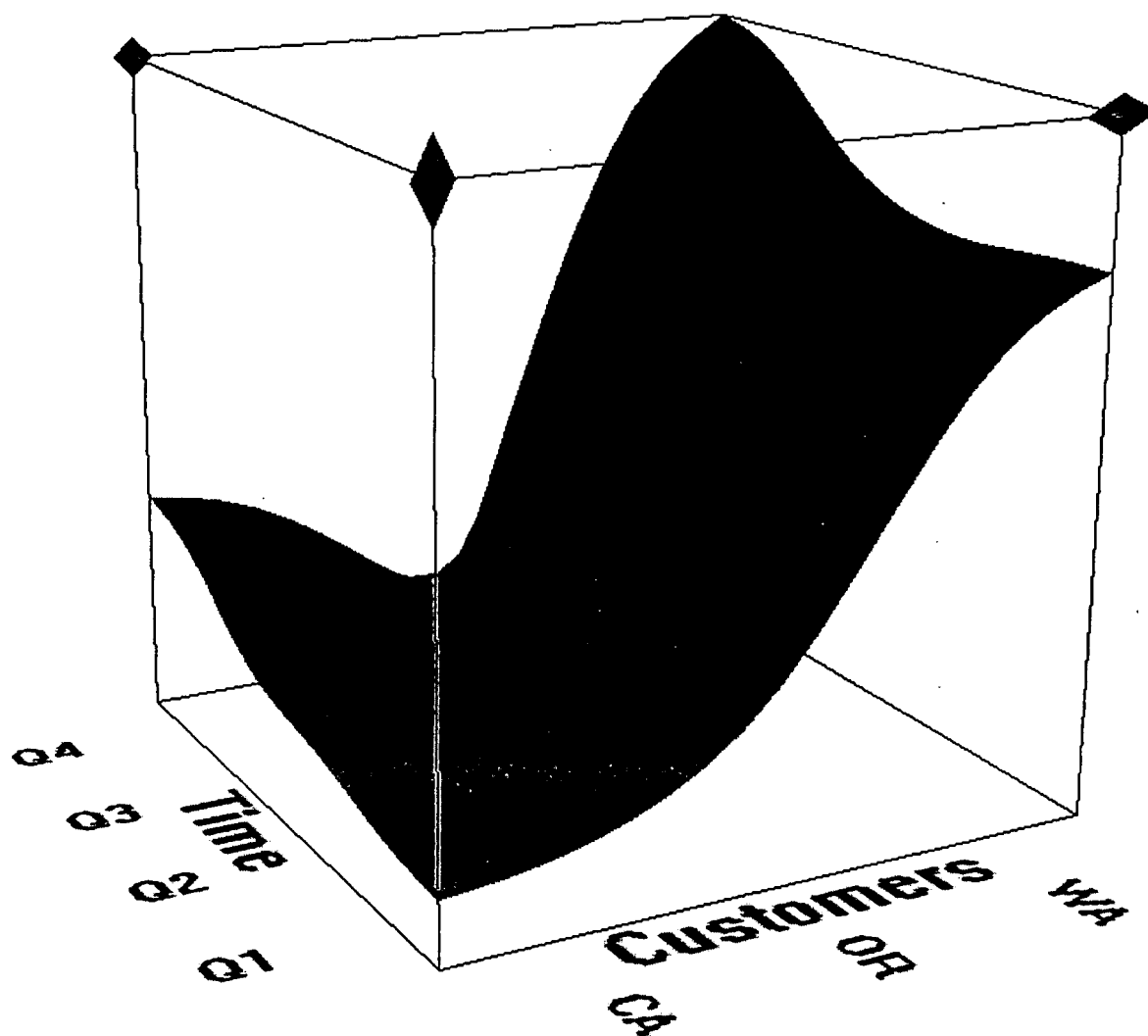


FIG 44 A

09713674-111500

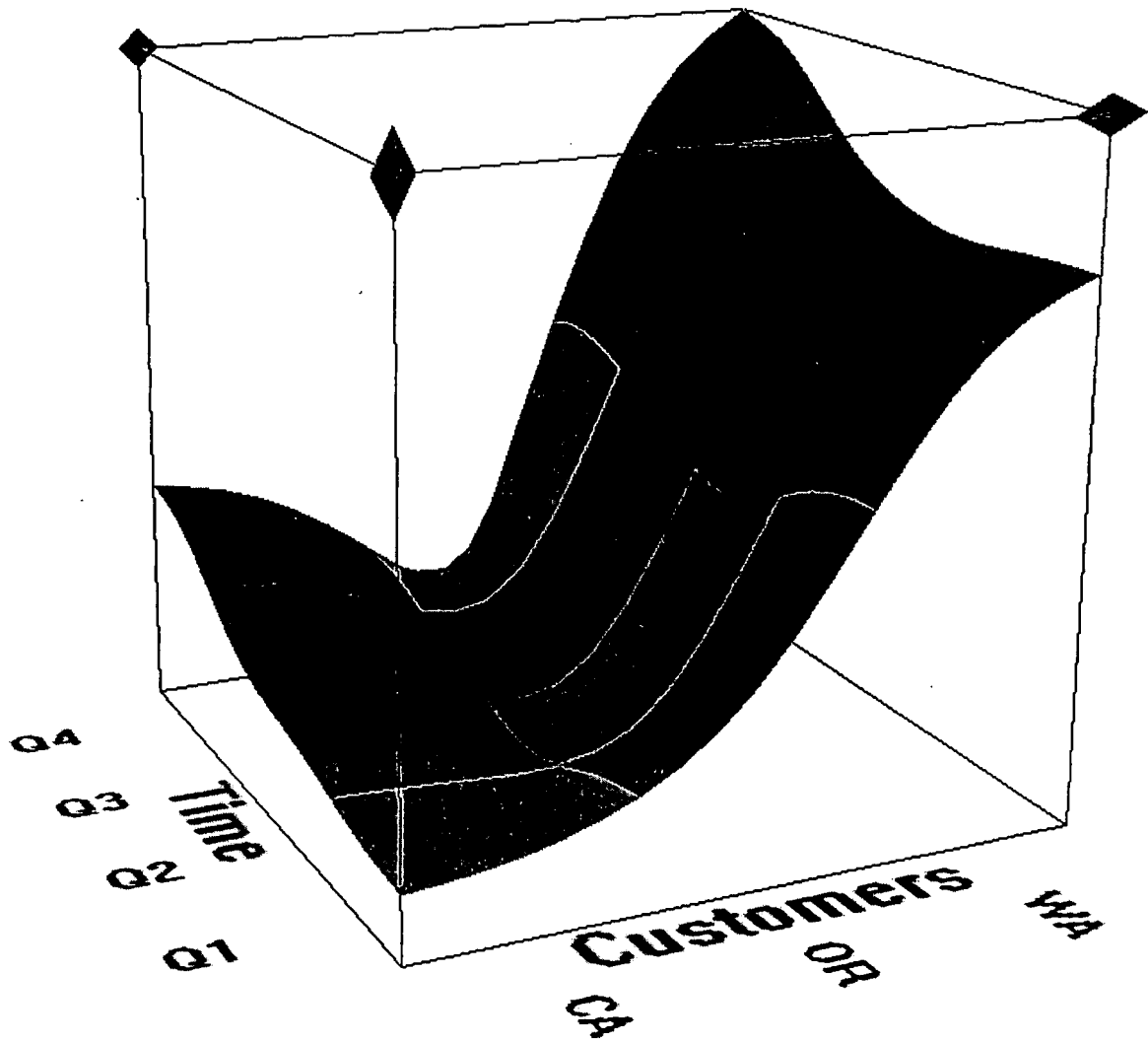


FIG 44B

00577" 4/9ET 260

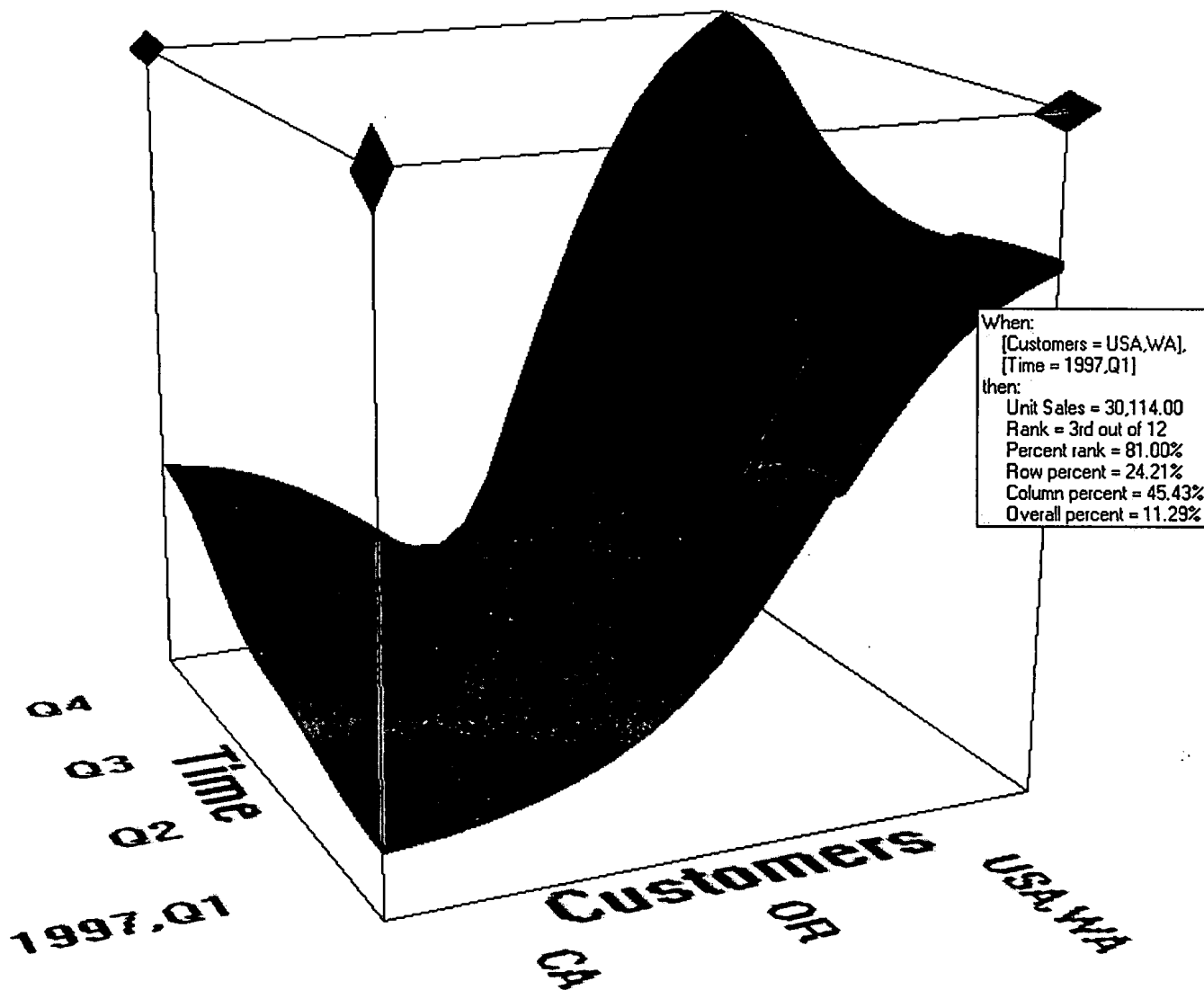


FIG. 44C